DECEMBER 29, 1952 35c PER COPY

BROADCASTING TELECASTING

Sep53 FSA
N1143 ...ty of Tulsa
D 10D ...ibrary
Tulsa 4 Okla

IN THIS ISSUE:

Five Special Articles On 1953 Outlook:

William S. Lewis On General Trends
Page 23

Rodney Erickson On Agency Trends
Page 25

Arthur C. Nielsen On Audience Trends
Page 26

William S. Ryan On Local Radio
Page 27

J. Leonard Reinsch On Local TV
Page 27

TELECASTING
Begins on Page 49

22ND year

THE NEWSWEEKLY OF RADIO AND TV

4-M

TECHNICAL ROOM
UNIVERSITY OF TULSA
JAN 2 1953
LIBRARY

The Sylvania Television Award to "Broadway TV Theatre for definite contribution to creative television technique"

THE CONTRIBUTION:

"Broadway TV Theatre" is the first program to bring the idea of *repeat performances* to television.

It presents, in original form, the best plays of the legitimate stage ...with a Broadway cast playing the full performance, live, *every night of the week,* Monday through Friday from 7:30 to 9 p.m.

THE SPONSORS:

Cavalier Cigarettes • Agency—The William Esty Company
Piel's Beer • Agency—Young & Rubicam
The General Tire & Rubber Company • Agency—D'Arcy

THE STATION:

WOR-TV channel 9

XUM

WLS OPERATION GROCER best merchandising plan in its field

....INCREASED CREAMETTES SALES 10% first eleven weeks

. . . . So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS . . . the business-building WLS program that influences the buying habits of millions of housewives . . . already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success . . . radio advertising, newspaper advertising, point of purchase displays and display material . . . complete in one result-getting package, at very nominal cost. Better see your John Blair man . . . or contact us . . . and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

WLS GETS RESULTS *for the* **FOOD INDUSTRY**

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE CHICAGO 7

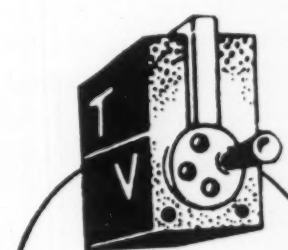
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Youngstown Ohio's **FIRST** TV *Station*

WFMJ-TV

UHF *Channel 73*

on the air January 15,1953
NBC-TV Basic Affiliate



Represented Nationally by Headley-Reed TV

New York
Chicago
Atlanta

Hollywood
Philadelphia
San Francisco

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

"four score and seven years ago..."

WGAL-TV viewers recently watched spellbound as actor Ray Middleton gave an unforgettable, on-the-scene rendition of the Gettysburg Address. The occasion: a pageant staged by the Western Maryland Railway Company in the historic town of Gettysburg to commemorate Lincoln's arrival there 89 years before. To bring viewers this memorable costume pageant, a WGAL-TV special events crew filmed the impressive 2½-hour ceremony in its entirety.

Once again, WGAL-TV scored a direct hit for viewers in its wide coverage area, bringing them—as is its custom—the complete and accurate account of an outstanding newsworthy event.

WGAL-TV

Lancaster, Pennsylvania

A Steinman Station
Clair R. McCollough, President

Represented by **ROBERT MEEKER ASSOCIATES**

New York Chicago San Francisco Los Angeles

XUM

at deadline

CLOSED CIRCUIT

CONSCIOUS of need for radio-TV experts in handling White House news affairs, James Haggerty Jr., Eisenhower press secretary, expected to name chief assistant well-versed in vicissitudes of broadcast media. Pattern will be different from that now followed at White House, where press secretary nominally has two top assistants—both press men. No inkling yet who broadcast man will be but Mr. Haggerty has names under consideration.

REP. ALBERT L. COLE, popular Kansan who was defeated for re-election, still has under consideration possibility of seeking one of two upcoming vacancies at FCC, but hasn't yet made up his mind. He's working with Republican National Committee and it's generally believed he can have nomination if he wants it. All reports on him check favorably. Meanwhile, campaign of Lewis Allen Weiss for other vacancy is well under way, and so far there appears to be open road for Vice Chairman Rosel H. Hyde for Chairmanship when agency is reorganized by GOP.

AT ONE stage, possibilty of appointment of Negro to one of two upcoming Republican vacancies on FCC was under study. Val Washington, now assistant to GOP Chairman Arthur Summerfield, it's learned, was considered, but reportedly wasn't interested. He is Indiana Law School graduate and also worked closely with Herbert Brownell, Attorney-General-designate, in 1948 campaign, handling mainly minority matters.

FIRST MAJOR network switch to be announced for new year is WFDF Flint from ABC to NBC, effective Mar. 15. Simultaneously, it's expected WTAC will switch to ABC. WFDF is Bitner station, managed by Col. Les Lindow, and WTAC is owned by Trendle-Campbell, and managed by H. Allen Campbell.

WITH Columbia Pictures, Universal-International and Republic Pictures actively engaged in TV film production through their respective subsidiaries, Screen Gems, United World Films and Hollywood Television Service, other major studios are keeping intact their "B" production units while weighing possibilities of near-future video activity.

WILLIAM ESTY & Co., New York, preparing new spot announcement radio list for 1953. New list probably will include changing of markets for FAB and VEL, both Colgate-Palmolive-Peet products, and possible shifts from FAB to VEL, and vice versa, in some markets. C-P-P is expected to approve plan early in January.

UNLESS all signs are askew, Comr. Frieda B. Hennock proposes to become FCC's "militant minority" under GOP reorganization of FCC. She's already preparing to do battle unto finish against ABC-United Paramount Theatres merger, on ground that it would open way

(Continued on page 6)

NEWSPAPER GROUP BUYS KOWL SANTA MONICA

KOWL Santa Monica, Calif., 5 kw daytime outlet on 1580 kc, sold by Arthur H. Croghan, founder and owner, to Santa Monica newspaper group. Purchasers include J. D. Funk, general manager; C. D. Funk, assistant to general manager, and Robert E. McClure, editor of *Santa Monica Evening Outlook*.

Sale reportedly involves close to half-million dollars. New owners to be incorporated as KOWL Broadcasting Co. Transaction handled by Albert Zugsmith, station-newspaper broker. It is subject to usual FCC approval. Applications will be filed in few days. In radio 25 years, Mr. Croghan has announced his retirement for time being.

ALLEN JONES KILLED

ALLEN M. JONES, 34, president of Store Radio and Washington attorney, and his companion, Byron L. Tormohlen, 33, also of Washington, were killed Thursday night when their private plane crashed into swamp about 20 miles west of Whiteville, N. C. They were en route to Florida for weekend. Besides Store Radio, sales and merchandising representative for FM stations serving stores and markets, Mr. Jones also has had other interests in radio-TV field, including Washington Assoc. Inc., consulting firm to schools proposing non-profit TV outlets on commercial channels [B•T, Nov. 10]. Marine Corps veteran of Iwo Jima, Mr. Jones is survived by his parents.

MORE CANADIAN RADIOS

RECEIVING set licenses in Canada for fiscal 1952-53 as of Dec. 15 totaled 2,198,988, off 17,825 over year ago, but licenses for crystal sets were up 300% to total of three, Dept. of Transport's Telecommunications Division reported Friday. Total number of licenses issued for fiscal 1951-52 was 2,313,944.

License issue by province as of Dec. 15:

Newfoundland	47,204	Manitoba	137,173
Prince Edward Island	9,079	Saskatchewan	167,913
Nova Scotia	102,046	Alberta	163,475
New Brunswick	68,358	British Columbia	183,741
Quebec	619,416	Yukon and N.W.T.	298
Ontario	700,285	Total	2,198,988

BUSINESS BRIEFLY

FOOTBALL GAME TELECASTS ● Unusually large hookups of 57 stations for East-West Shrine football game Saturday and of 59 stations for Browns-Lions pro football championship game Sunday reported by DuMont TV Network, which carried both telecasts. Plymouth division of Chrysler Corp. sponsored Shrine game, through N. W. Ayer & Son; pro finale sponsored by Miller Brewing Co., through Mathisson Assoc.

SUGAR BOWL TELECAST ● Coverage of Sugar Bowl football game in New Orleans on New Year's Day has been sold to cooperative sponsors over 13 ABC-TV and 52 ABC-Radio affiliates, network announced last week. This marks first telecast in 10-year history of game.

JUNGLE SERIES ● Cott beverages sponsoring *Ramar of the Jungle* series of 26 half-hour shows, in four New England markets, according to Arrow Productions, New York, producer of series. Arrow said series has also been sold to 11 other stations, six of which have it on air under commercial sponsorship.

RELIGIOUS WORKSHOPS ● Seven religious broadcasting workshops—four TV, one radio and two radio-TV—for 1953 have been announced by Broadcasting & Film Commission, National Council of Churches of Christ in U. S. A., as follows: Jan. 4-9, TV, WTVN (TV) Columbus, O.; Jan. 25-30, radio-TV, CBS, New York; Mar. 8-13, TV, WSUN-TV St. Petersburg; June 15-19, radio, State College, Pa.; July 5-10, TV, WOI-TV Ames, Ia.; Aug. 10-28, Radio-TV, WFBM-TV Indianapolis; Nov. 8-13, TV, WHEN-TV Syracuse.

TEMPORARY CUT ● Procter & Gamble's Crisco, through Compton Adv., New York, currently reducing radio spot schedule but this is expected to be temporary measure until details of 1953 budget are worked out. Final plan probably will include reinstatement of present cancellations.

Total Radio, TV Network Time Sales Up

COMBINED gross time sales of nationwide radio and TV networks in November totaled $31,156,461, an increase of 10.2 per cent over gross of $28,277,180 for November 1951, according to figures compiled by Publishers Information Bureau.

Four TV networks in November billed $16,877,711, up 21.4 per cent from $13,900,-029 figure for same month of 1951. Four radio networks combined billings for month totaled $14,278,750, down 0.7 per cent from $14,377,151 for November 1951.

PIB network-by-network report of gross billings for November and January-November, 1952 compared with 1951, for both radio and TV is shown in accompanying table.

NETWORK RADIO

	November 1952	November 1951	Jan.-Nov. 1952	Jan.-Nov. 1951
ABC	$ 2,612,761	$ 3,220,760	$ 31,823,887	$ 30,408,627
CBS	5,419,533	5,257,454	52,943,930	63,506,265
MBS	2,172,485	1,583,291	19,011,789	16,203,944
NBC	4,073,971	4,315,646	42,748,228	40,980,710
Total	$14,278,750	$14,377,151	$146,527,834	$160,099,546

NETWORK TELEVISION

ABC	$ 1,368,552	$ 1,911,243	$ 16,853,604	$ 16,605,766
CBS	6,525,176	4,605,506	60,745,841	37,734,476
DuMont	1,026,566	847,373	8,783,681	6,823,631
NBC	7,957,417	6,535,907	73,934,637	52,578,779
Total	$16,877,711	$13,900,029	$160,317,763	$113,742,652

Note: Radio and television cumulative totals do not include July national political convention programs sponsored by Admiral Corp., Philco Corp. and Westinghouse Electric Corporation. This applied to all radio and television networks but Mutual. Mutual carried no convention programs and is therefore complete.

for more AT DEADLINE turn page ➧

at deadline

TV SALES IN ARGENTINA

TV SETS are selling well in Argentina, despite country's economic recession and high cost of video receivers, according to J. Baldwin Robinson of Buenos Aires office of J. Walter Thompson Co.

Mr. Robinson, in New York over holidays, reported buyer's market exists. "Durable goods do not move where there is no money to spend," he said, "and, where advertising succeeds in moving people to the goods, dealers go further; their salesmanship is at low ebb today.

"Television is the one exception to the rule," he reported, with set sales mounting in spite of economic conditions. "Sets cost about $1,000 or ten months' salary. Sales continue up, however, largely because of the medium's vast entertainment appeal, installment purchase plans and excellent clearance from the country's single transmitter, which can reach across the flat land to approximately 4.5 million people—just in the greater Buenos Aires area alone."

AFTRA NEGOTIATIONS

AMERICAN Federation of Television & Radio Artists spokesman in New York reported Friday negotiations with networks covering radio and television performers and announcers have been suspended until strike in Chicago involving WGN and WLS is settled. AFTRA said it was in process of ironing out technical details of pact in New York and Los Angeles when strike action started in Chicago (earlier story page 38).

G.E. ON CBS-TV

LAMP DIVISION of General Electric Co. to sponsor *Jane Froman's U.S.A. Canteen*, musical comedy series, on CBS-TV effective Jan. 8, Tues. and Thurs., 7:45-8 p.m. Agency: BBDO, N. Y.

HUTTON INCORPORATES

LINDSAY ENTERPRISES Inc., Los Angeles, located at 650 S. San Vicente Blvd., has been formed by Betty Hutton to handle all of her radio, TV, recording and motion picture commitments.

IRE CONVENTION

TELEVISION will again be major topic at annual convention of Institute of Radio Engineers, with four of convention's 43 technical sessions to be devoted to TV. Majority of papers presented at those sessions will deal with color, with uhf second most popular topic. Transistors will also be fully discussed during four-day meeting, to be held Mar. 23-26 at New York's Waldorf-Astoria Hotel. Some 30,000 engineers are expected to attend technical meetings and to visit 400 exhibits at engineering show at Grand Central Palace.

AGENCY MOVES

KASTOR, Farrell, Chesley & Clifford, New York, moving today (Monday) to 400 Madison Ave. New phone number Pl 1-1400.

In this Issue—

B•T presents five articles of review and outlook by leaders of advertising and broadcasting:

William B. Lewis, president of Kenyon & Eckhardt, writes on general advertising trends. In 1953, he foresees more emphasis on hard selling, more cost pressures (caused to a great extent by TV), more mergers of small and medium agencies. *Page 23.*

Rodney Erickson, manager of Young & Rubicam's radio-television department, tells how television is transforming the radio-TV functions and personnel in leading agencies. *Page 25.*

Arthur C. Nielsen, president of A. C. Nielsen Co., makes some considered guesses about audience trends in 1953. Quantitatively, radio, of course, will virtually saturate the U. S., and TV may reach 50% saturation. Qualitatively, the TV audience will be broadened into a more representative cross-section of the population. *Page 26.*

William B. Ryan, president of Broadcast Advertising Bureau, thinks that recently invigorated selling at the local level ought to pay off in 1953. An increase of as much as 20% in local volume is possible. *Page 27.*

J. Leonard Reinsch, managing director of WSB-AM-TV Atlanta, WHIO-AM-TV Dayton and WIOD Miami, predicts a continuation of the growing trend toward cooperative advertising, assuring TV stations of increased local revenue. *Page 27.*

Political broadcasts last October saved radio networks from falling below their gross in October 1951 and gave a big boost to rising TV network billing. Democrats spent more than the Republicans in both media. *Page 29.*

In less than a year, TV cost-per-thousand homes has declined nearly 18%, a survey by Edward Petry & Co. discovers. *Page 29.*

Uhf stations in Atlantic City, N. J.; York, Pa., and South Bend, Ind., begin operations, and a fourth, in Wilkes-Barre, Pa., is due to start early this week. *Page 51.*

Upcoming

Jan. 5: 83d Congress convenes, Washington.

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9-10: South Carolina Broadcasters Assn., annual meeting, Francis Marion Hotel, Charleston.

Jan. 22-24: Canadian Broadcasting Corp. board of governors, public hearings, Room 268, House of Commons, Canadian Parliament Bldgs., Ottawa, Ont.

(Other Upcomings on Page 38.)

Closed Circuit

(Continued from page 5)

for full-scale motion picture invasion of TV (and radio) and thereby suppress competition. And she has fired shots against newspaper-ownership as tending toward media monopoly in moulding public opinion.

FCC LAST Tuesday found itself forced to instruct its staff to clear power increase to 100 kw peak for KSTP-TV St. Paul-Minneapolis, after competitive station—WCCO-TV—had been given increase week before. Broadcast Bureau handles these power increases as routine, but held up KSTP-TV action because file showed labor union complaint over engineers' strike. FCC construed this as no basis for withholding routine approval and so instructed staff.

INDICATIONS point to dropping of suits for $100,000 each filed by Hector Chevigny and Philco Higley, president and vice president of eastern region of Radio Writers Guild, against 31 other RWG members associated with group called We the Undersigned [B•T, Nov. 17]. Suits were based on charge that We the Undersigned had accused the RWG administration of pro-Communist sympathy. Lawyers for plaintiffs are said to be amassing documents from defendants in which they disclaim any intention to impute pro-Communist tendencies to Mr. Higley or Mr. Chevigny and in which they assert belief that plaintiffs are loyal U. S. citizens.

HOPE SEEMS to spring eternal at FCC. At last Tuesday's meeting, Commission named Eugene F. Merrill as motions commissioner for month of January. No one even mentioned fact that amiable Mr. Merrill is recess appointee and that it's presumed his tenure will end with convening of Congress. His colleagues marvel at manner in which he has tackled job, giving no indication whatever that term is temporary.

DESPITE pressure to have it pick up so-called B-4 processing line (cities now having one TV station), FCC intends to stick close to A-2 line for cities and towns with no TV until it pretty well exhausts list. That should take six or eight weeks, it's thought. But it's dipping back into B-2 list here and there under flexibility allowed in its processing procedure.

TOME approaching size of Federal Budget will reach Senate and House Interstate and Foreign Commerce Committees next week, to conform with new McFarland Law requiring FCC to report on cases hanging fire more than three or six months. FCC will plead manpower and money shortage and is expected to seek supplemental appropriation to enable it to carry on even with present staff beyond June 30 fiscal year deadline.

MAYOR-Elect Roy Hofheinz of Houston Friday scotched rumors he has sold controlling interest in KTHT there for $600,000 to prominent local businessmen, but acknowledged there have been conversations with several parties. Intention to sell control of KTHT "for political reasons," attributed to another source, was neither affirmed nor denied. KTHT is assigned 5 kw on 790 kc, directional.

for more AT DEADLINE see page 78

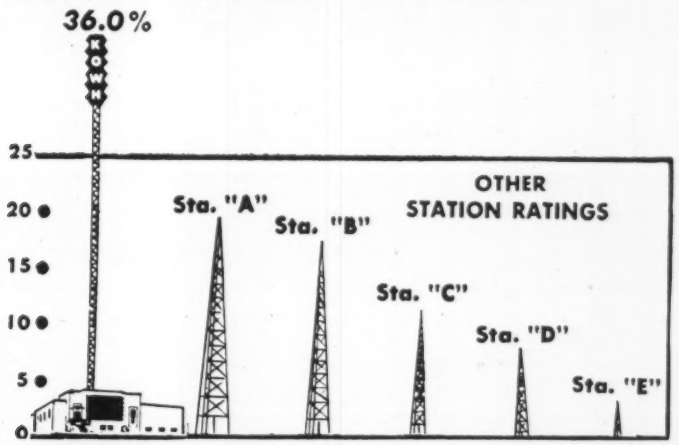
XUM

All It Took was a Sacred Cow...

. . . To start the bloody Sepoy Mutiny in nineteenth century India. To the Hindu, the cow is sacred; and devout native troops refused to accept a new rifle when a rumor started that its ammunition was lubricated with tallow derived from cattle. The British insisted, and the fight was on!

There are no "Sacred Cows" at radio KOWH, no effort to give its listeners anything but what they demand — good entertainment and honest fun. Does the Omaha, Council Bluffs area appreciate it? Answer that question yourself with a peek at the below Hooper averaged for the thirteen-month period from October, 1951, to October, 1952. Confidentially, we're "untouchable!"

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Oct., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Oct., 1952.)



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Miss Genevieve Schubert
Compton Advertising
650 Fifth Ave.
New Yorke City, N. Y.

Dere Gen:

Here h'it is jist about time fer sayin' hello to anuther New Yere. This sure haz bin a bizy yere here at WCHS where we have 5,000 watts on 580. Yep, we cover'd thim Chi. convenshuns direct from there. We also startud stayin' on th' air 24 hours evry day and we also hed the Gov. of W. Va. here at th' stashun to cut our birthday cake whin we was 25 yeres old this past Fall. And we also got credet from sum big officul at th' Capitol Bldg. fer broadcastin' a warnin' thet got enuff voluntiers to save a state forust from burnin' up. We git action instantly jist like thet coffee made by Mr. Chase and Mr. Sanborn.

Yrs.,

algy.

CBS

5,000 watts

580 KC

WCHS

Charleston, W. Va.

Represented by Branham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 8-1022

IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	68
Allied Arts	69
Editorial	42
FCC Actions	70
FCC Roundup	75
Feature of Week	16
Front Office	66
New Business	18
On All Accounts	12
Open Mike	14
Our Respects to	42
Programs, Promotion, Premiums	74
Telestatus	56
Strictly Business	16
Upcoming	38

TELECASTING starts on page 49

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* **STAFF:** Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. **EDITORIAL ASSISTANTS:** Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Joan Sheehan, Betty DeVol; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*
ART AND LAYOUT: Duane McKenna.
CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elwood M. Slee, Sheila Byrne, Betty Jacobs.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355.* **EDITORIAL:** Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson, *Senior Associate Editor.***
ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy: 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

XUM

IS THERE OIL IN ARIZONA?

U. S. Oilmen Risking Millions To Find Answer

Oil may have been discovered in Arizona by the time you read these words—or it may never be discovered there at all. But right now many oil companies, large and small, are investing millions in this state in hope of finding more oil to meet the nation's ever-growing needs.

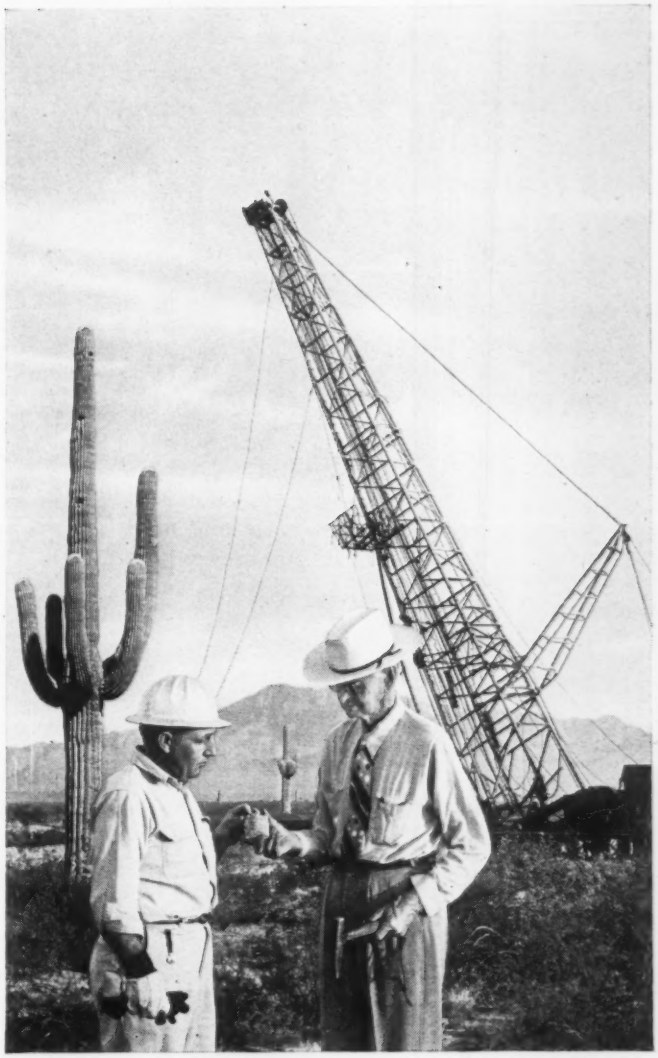
Research tells oilmen that certain areas of the state are favorable to the finding of oil. But even using the latest scientific knowledge and equipment, the only sure way to find oil is to *drill* for it.

So far, the Arizona oil search has turned up nothing but a string of costly dry holes. Yet oilmen know that the search for oil always faces long odds. In promising areas where oil has never been found before, only 1 well out of 9 ever turns out to be a producer.

In spite of these odds, America's thousands of privately-managed oil companies last year found *twice as much oil* as the nation used up.

The risks in the oil business are high. But oilmen are willing to accept risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet, "Is There Oil Under Your Land?," write to: Oil Industry Information Committee, American Petroleum Institute, Box 41, 50 West 50th Street, New York 20, N. Y.



ANOTHER ARIZONA DRY HOLE? Even the geologist and the drilling contractor don't know the answer yet as they examine core sample taken from well in background. Rig is coming down to move in heavier equipment. Whether this well comes in or not, oilmen will not quit their Arizona oil search. This search wherever there is the slightest chance of finding oil is the reason U. S. oilmen find more oil each year than the nation uses up.

AMERICA'S 28th OIL-PRODUCING STATE? Maybe, maybe not. The only sure way to find out is by drilling. Derricks on this map represent the 40 wells oilmen have already drilled in Arizona. All of them turned out to be dry holes. Yet more wells are being drilled right now in the shaded areas, where chances of finding oil are believed best.

SCENE IN PHOENIX, ARIZ., LAND OFFICE shows how oilmen rushed to beat deadline for filing lease claims under new state law. Competition for drilling leases is keen though no oil has been found. With many oil firms bidding for drilling rights, landowners benefit by rental payments—collect royalty on every barrel if oil is found.

This man is now being sold a food freezer

Today radio entertains, informs and *sells* people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually *every* home is a *radio* home—and over half of them have *two or more sets.*

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 *new* radio sets!

Radio reaches its vast audience at *far* lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made *right now.*

B
A
B

Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

XUM

PICTURE QUIZ

Answers at bottom of page

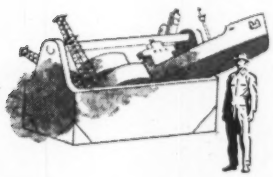
1. Two gallons of today's gasoline do the work of three gallons of 1925 gasoline. On the average, how does the price of today's regular grade gasoline compare with the price of regular grade gasoline of 1925 (excluding state and federal gasoline taxes)? *Check one:*

☐ The same ☐ 15% greater ☐ 50% greater

2. In 1951 Union Oil made a total net profit of $27,295,971. Of this, $15,851,712 was plowed back into the business to meet the expanding needs of our customers. $11,444,259 was paid out in dividends to our shareowners. What did these dividend payments average per common shareowner?

Check one:

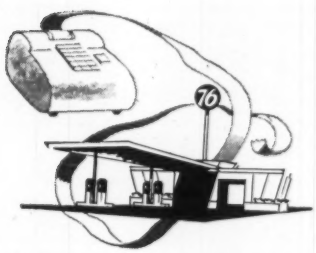
☐ $285
☐ $5,276
☐ $10,560



3. How much investment in "tools" does it require to provide an average job at Union Oil Company?

Check one:

☐ $755
☐ $3,100
☐ $70,920



4. In 1910, Union Oil did an annual volume of $12 million. This represented 23% of the total oil business in the West. Today we do an annual volume of over $275 million. What percentage of the total oil business in the West do we have today?

Check one:

☐ 31%
☐ 13%
☐ 23%

Answers:

1. The same. The reason: Under our American profit and loss system, U. S. oil companies have the *incentive* to *compete* for your business. Because of this constant *incentive* they spend millions of dollars every year on research and development to put out the best possible gasoline at the lowest possible price.

2. $285 per shareowner. $11,444,259 is a lot of money but it was divided among Union Oil Company's 40,093 shareowners. And our largest single shareowner has less than 1% of the stock.

3. $70,920. That's why in most industries today you have to pool the money of *a lot of people* under legal agreements known as corporations. Very few *individuals* could finance the "tools" required by heavy industry.

4. 13%. We do over 22 times our 1910 volume. But we have a smaller percentage of the total business—mainly because the oil industry is far more *competitive*. There are many more oil companies competing for the business today than there were in 1910.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

PARTNERS THREE FOR '53

It isn't necessary to come to Toledo for market, programing or availability information—because Toledo and WSPD are expertly represented right in the heart of the nation's time buying centers—New York and Chicago.

"Speedy's partner" in New York is Tom Harker, National Sales Manager of Storer Broadcasting Company—In Chicago, Bob Wood, Storer Broadcasting Midwest Sales Manager.

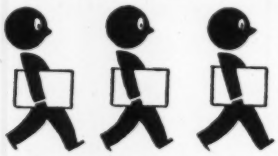
And in 1953 you'll find that Tom and Bob stand ready to provide information on WSPD and WSPD-TV. They bring Toledo and Northwestern Ohio—with its tremendous facts and figures of potential buying power, high retail sales, exceptional market statistics as close as your phone. So in "53" make a habit of contacting Tom and Bob—partners in Northwestern Ohio's *Sales Stations*—WSPD and WSPD-TV. It will make our wish—"A Happy New Year to you" come true.

WSPD TV AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE. NEW YORK

Represented Nationally by KATZ



agency

SIGURD S. LARMON, president of Young & Rubicam, N. Y., elected a vice chairman of United States Council of International Chamber of Commerce.

JAY MORSE ELY, vice president, Symonds, MacKenzie & Co., Chicago, to Casler, Hempstead & Hanford Agency, same city, as account executive.

FUTTERMAN-GERBER Adv., Chicago, changes name to **WILLIAM FUTTERMAN Adv.** with resignation of **SEYMOUR GERBER.**

J. C. BALSON named director of media and research of McKim Adv. Ltd., Toronto. **N. C. VISSER** appointed research manager of same agency at Montreal.

VIRGINIA CURRAN, BBDO, N. Y., to Hicks & Greist, that city, as assistant to director of radio and television.

on all accounts

AT LEAST one successful candidate this year owes his election almost entirely to radio and television.

He is Peter Lyman, radio-TV director for Frederick E. Baker & Assoc., Seattle, who Dec. 9 was elected president of the Advertising and Sales Club of Seattle for 1953.

Pete Lyman's first job was with WBBM Chicago, and he has been with radio—as talent, producer, account executive and often all three —ever since.

Born in Seattle Sept. 7, 1908, he was educated at the U. of Washington there and at the Pulitzer School of Journalism, Columbia U., in New York.

After radio singing and acting at WBBM, he worked as a freelance writer and performer in Seattle during 1932-34. One of his regular assignments was the role of an "Indian" — producer's label for the actors because the show used so many American aborigine characters—on *Pioneer Days*, sponsored by Peoples National Bank on KOMO and KOL Seattle. He must have satisfied the sponsor then, because he now serves Peoples as account executive at the Baker agency.

In 1934, Mr. Lyman began a seven-year association with the then jointly owned KOMO-KJR Seattle. Starting as continuity writer, he became successively producer and public relations director.

As war approached in 1941, he was lent to the Washington State Assn. of Broadcasters to set up the voluntary statewide Victory Network, which linked all 42 stations in the state. In this capacity, he started two weekly programs, and provided transcribed spot announcements for participating stations.

Mr. LYMAN

When the State Defense Council took over, in January 1942, Mr. Lyman became radio director in the press-radio bureau. Two months later, however, he abandoned the microphone to serve three - and - a - half years with the Navy. He served on carriers from 1943 to November 1945, and emerged from the service a lieutenant commander. He is now a commander in the Naval Reserve, and commanding officer of the Public Relations Unit for the Thirteenth Naval District.

The postwar period marked the beginning of his advertising agency career, when the joined Mac Wilkins, Cole & Weber, Seattle, as radio director. He soon became an account executive with Pacific National Advertising, Seattle, and in

XUM

beat

JAMES THOMAS CIRURG Co., Boston and New York, awarded certificate of appreciation from Advertising Council for its work as volunteer agency on Council's Industrial Iron & Steel Scrap Campaign from Aug. 1951 to June 1952.

LESTER F. LILLISTON to account staff of Earle Ludgin Agency, Chicago. Other additions: **ARNOLD S. WATSON Jr.**, production department, and **JOHN H. BAXTER**, creative staff.

BARBARA HOWARD SMITH, copy writer, Ellington & Co., N. Y., and **NICK BOLTON**, manager of Chicago office, William G. Rambeau Co., station representative firm, have announced their engagement.

1947, he went to Spokane to be sales promotion manager for The Bon Marche, a department store.

In 1948, he began his present association with the Baker agency in Seattle, as radio (now also TV) director and account executive. He handles the broadcast media for The Bon Marche, Seattle, and all advertising for Peoples National Bank, the two Oldsmobile dealers in Seattle, the Toy Shop and Mello-Cup Coffee, among other accounts.

For his various accounts, which spend more than $200,000 in radio and TV annually, Pete Lyman now handles three programs a week, plus participations. On most of the programs, he is writer, producer and voice, as well as account executive. Among the vehicles in which he participates on the air are the Toy Shop's weekly children's puppet show (Tuesday, 4:45-5 p.m.) and Oldsmobile commercial announcements on the film program, *Popular Science* (Friday, 9:30-9:45 p.m.), both on KING-TV Seattle.

Versatility Demonstrated

On his own time, perhaps to prove that advertising men are never so busy they can't take on something extra, Mr. Lynn conceived and put on KING-TV a weekly participating show called *Tele-Buys Inc.* It proved very successful for several of the sponsors, particularly Formula #40, a brass polish made in California which sought an opening of the Pacific Northwest market [B•T, May 2, 1952].

Although *Tele-Buys* is now off the air, Mr. Lyman has other evidence that radio and TV advertising pays. Peoples National Bank, he reports, has about doubled its advertising appropriation since 1950, adding television. Its principal vehicle is the half-hour *Peoples Parade* (Tuesday 9 p.m. on KING-TV). It is using some spot radio.

"We've proved that radio and television can do a job for the advertiser," he says. "New business shows that Peoples is getting the greatest results with TV that the bank has had with any medium."

Another video success story comes from one of two Oldsmobile dealers, which recently entered TV to promote its loan business. Returns indicate that, per dollar invested, television is outpulling all the other media used, including newspapers, radio and car cards.

Mr. Lyman in 1937 married the former Gladys Miller. She was music librarian at KOMO.

His hobbies are fishing and photography, and he is a member of the Washington Athletic Club and the Washington Quarterbacks.

He is completing a term as first vice president of the Seattle Ad Club. He was on the board of the Spokane Ad Club.

AUTO AUDIENCE
Has Increased—Roslow

MORE listening is being done away from home. And more of this same away-from-home listening is in automobiles, according to Pulse reports showing the New York radio audience increased 20.4% by out-of-home listening in November 1952, against an out-of-home plus of only 16.2% in November 1951. This November found 53% of the away-from-home audience listening in autos, against 48% who did so in November a year ago.

The level of out-of-home listening this November was higher than in that month for any previous year since Pulse began measuring this type of listening in 1949, the research organization said, with 3.9% of the families in metropolitan New York this November reporting out-of-home listening during the average quarter-hour from 6 a.m. to midnight, compared to 3.5% a year ago. On an average day 30% listened away from home, compared to 26% last year.

Commenting on these findings, Dr. Sidney Roslow, director of Pulse, pointed out that the increased out-of-home listening represents an expanding plus for radio advertisers. "Failure of many broadcasters, advertisers and agencies to take account of this trend is undoubtedly contributing toward radio's failure to get its former share of the advertiser's dollar," he stated.

God rest you merry Gentlemen!

(Let ulcers not dismay)

Ulcers? Shattered nerves? We broadcasters have had our share of these in '52.

But now, at the turn of the year, let's remember that we got something for our pains.

For example:

★ ★ ★ a stronger, revitalized NARTB and BMB;

★ ★ ★ a TV code of good practice;

★ ★ ★ a record of unprecedented public service programing during and before the national elections;

★ ★ ★ a sales record that reflects the new surge of confidence in broadcasting as an entertainment and sales medium.

So...a toast to tomorrow!

Happy New Year.

The STROMBERG-CARLSON *Station*

WHAM **AM-TV**

Rochester, N. Y.

open mike

Girls Town

EDITOR:

. . . In the past you've always come forward for the underdog. The young ladies of Girls Town U.S.A. are truly the underdogs, for they are the daughters of delinquent parents, parents who have never done anything for them and are themselves a burden on the taxpayers of America.

In this fine home near Whiteface, Texas, located only 13 miles away from us, they are completely rehabilitated as the boys are in Boys Town, Nebraska.

The home . . . started with 12 girls four years ago and is now filled to capacity with 72. Naturally, with 1,200 applicants on the waiting list, an expansion program is a necessity . . . I am contacting a few of my friends like yourself and asking them to take up the cudgels on behalf of this fine institution. Will you help?

Victor King
General Manager
KLVT Levelland, Tex.

[EDITOR'S NOTE: Any station wishing to carry spot announcements in the fund drive for Girls Town may obtain scripts from Mr. King.]

* * *

Wrong Dennis

EDITOR:

I would like to call your attention to the picture pertaining to the United Cerebral Palsy telethon on page 76 of your Dec. 15 issue. I am convinced that the gentleman identified as Dennis Day is no other than Dennis James of Old Gold cigarette fame.

This does not hinder any of my high regards I have for your fine publication.

Boyd Porter Jr.
Commercial Manager
KIOX Bay City. Tex.

[EDITOR'S NOTE: Mr. Porter caught a caption writer snoozing.]

* * *

Bang, Bang

EDITOR:

. . . Our business is the best in the station's history. Anyone who says radio in a TV market is tough is just lazy and doesn't know how to load his sales gun with the right ammunition. We have BROADCASTING • TELECASTING and our own point-of-sale surveys—double-barreled dynamite that keeps business moving our way.

Walt Dennis
Commercial Manager
WILS Lansing, Mich.

Thank-You Note

EDITOR:

I consider myself very fortunate in having been able to attend the recent southeastern television conference sponsored by WBTV(TV) Charlotte . . .

WBTV's prospective competitors were treated royally and exposed to a lot of down-to-earth facts about TV operations by their staff and other assembled authorities. . . Too bad there isn't a place on some of the FCC forms for inserting this grand display of "in the public interest."

Lyle C. Motley
Chief Engineer
WBTM Danville, Va.

* * *

T Is Silent

EDITOR:

We are not at odds with our local newspaper, the *Pekin Daily Times*, but we are beginning to catch on as to what they think of us there.

We carry a daily program extolling the virtues of merchants in a neighboring town, Morton . . . Last week's listings in the *Pekin Times* came out with a frightening error . . . Note enclosure.

Bob Snow
Program Director
WSW Pekin, Ill.

[EDITOR'S NOTE: The "Times" dropped the "t" from the listing of the "Morton Hour."]

* * *

Wrong Party

EDITOR:

My husband, public service and special event man at KSTP and KSTP-TV, covered election results for the station and was a pretty tired boy early next a.m., but not as tired as the fellow who composed the WCCO-TV ad in the Dec. 8 BROADCASTING • TELECASTING. You see, Roger Kennedy, the first candidate to concede, was on the *Republican*, not Democratic, ballot. What's more, Roger is related to the new president of WCCO-TV. At KSTP we treat the boss' relatives better than that.

Mrs. Ben Leighton
St. Paul, Minn.

[EDITOR'S NOTE: The advertisement listed the concession of Mr. Kennedy, "Democratic candidate for Congress," as among the events of WCCO-AM-TV coverage.]

IN ALL THE W

the New York station
where listeners listen
and sponsors sell... key
station of MUTUAL
Broadcasting System

IT

TELEVISION HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

(Radio Highlights of 1952 on Page 20)

Jan. 7—First copies of the NARTB TV Code and Seal of Good Practice are distributed to stations.

Jan. 7—Gain of 208.7% in total TV revenue to a total of $105.9 for 1950 was reported by the FCC. Expenses for 1950 totaled $115.1 compared to $59.6 million in 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire and Rubber Co.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 14—Membership of NARTB TV Code review board is approved by the board of the association. Group to take office on March 1, when code becomes effective.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 18—Procter & Gamble purchases more than $7.5 million worth of TV network time at gross rates to become the leading video network user during 1951, according to PIB reports.

Feb. 22—Wayne Coy resigns as chairman of the FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 25—U. S. Advertisers spent $217 million on television time in 1951, according to an estimate made by BROADCASTING•TELECASTING and appearing in the first TELECASTING YEARBOOK.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC commissioner to replace Wayne Coy, as Paul A. Walker becomes chairman.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 14—FCC releases its Sixth Report and Order establishing its new TV policy. Report made 2,053 assignments to 1,291 communities. Of these 617 were vhf and 1,436 uhf. There were 242 noncommercial educational reservations.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for $1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 12—Controlling interest in KOTV (TV) Tulsa sold by George E. Cameron Jr. and John B. Hill to J. D. Wrather Jr. for sum in excess of $2 million.

May 17—Because of the football telecast ban of NCAA, Atlantic Refining Co. decides to sponsor pro football in the future.

May 17—DuPont awards are announced.

June 27—President Truman calls members of FCC to White House for conference on the educational TV problem.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—FCC begins granting new TV stations by releasing batch of 18, including three for Denver.

July 21—Democratic convention profits by Republican experience and improves television technique.

July 31—NBC obtains exclusive television rights to major football games which NCAA permits to be telecast.

Aug. 22—TV stations and networks take in $235.7 millions, according to FCC report.

Aug. 22—General Motors agrees to pay $2.5 million to televise NCAA major college football games on NBC-TV.

Sept. 19—Commissioner Robert F. Jones resigns FCC to join law firm.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Comr. Jones.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 21—Harold A. Lafount, radio consultant to Bulova Watch Co. and former member of the Federal Radio Commission, dies at home in Detroit.

Oct. 27—BROADCASTING • TELECASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 27 — BROADCASTING • TELECASTING survey of mid-Atlantic and southeastern broadcasters shows that two-thirds believe a single rate card for day and night broadcasting is coming.

Oct. 28—Theatre TV interests petition for frequencies for exclusive, large screen movie theatre television.

Oct. 28—Award of $300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York county supreme court in his conspiracy suit against nine former employes.

Nov. 17—RCA releases study of first uhf station in Portland showing that coverage is much greater than had been anticipated.

Dec. 13—NBC Board Chairman Niles Trammell resigns to become one of principals in TV application for Ch. 7 in Miami.

Dec. 15 — Crosley Broadcasting Corp. agrees to buy WLTV (TV) Atlanta for $1.5 million. Stock of station had been held by 25 prominent Atlanta businessmen.

ORLD

WORKS!

In all the world there isn't another station like WOR.

For years, its powerful voice has reached into 14 states—and today its programs serve downright devoted audiences throughout this 26,000,000 listener market.

For years, such WOR-established personalities as John Gambling, Martha Deane, and the McCanns have been winning the confidence of listeners—a *must* factor in selling. WOR also has new stars—stars who will be selling the New York market for years to come.

That's why WOR sells more products for more advertisers than any other station in the world.

Let us show you how WOR can sell for *you*.

Santa's Back—

in his usual place,
full of good cheer, with a smile on his face.
From the pages of Broadcasting, he now steps forth,
To bring you this word from the chilly north.

"I've been working all year to make this Christmas best,
for broadcasters, agency people and the rest.
They've done a good job, month in and month out,"
says jolly old Santa, so round and so stout.

"My pack's loaded down with gifts for each one,
And I'll deliver them all before Christmas is done,
Calling at each agency and broadcasting station,
Up, down and across the entire nation.

"When I've made my rounds for fifty-two,
I'll go back to the Pole and start work anew.
I'll wish for you a Happy New Year,
With lots of business from far and near."

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

RADIO promotion in Boston paid off in more than doubled attendance at an eight-day automobile show which turned over its showmanship problems to WCOP-AM-FM that city.

This year's show, "Motorcade of '53," saw 50,000 persons visit the Mechanics Bldg., one of Boston's premier show palaces, to witness "the million-dollar spectacle of the world's fastest and most expensive American and foreign sports cars." The first annual show, held last year, drew only 17,000 spectators.

The jump in attendance came when Edward Stone, president of International Racing Enterprises, promoters of the event, placed general promotion for the show in the hands of John C. Gilmore, WCOP account executive.

Mr. Gilmore arranged for broadcasting of six hours daily of special shows direct from the Motorcade stage. The show's auto displays jumped the gun by three weeks on the release dates of most standard American cars, the station reports.

A feature attraction was the daily appearance of one of Boston's most popular locally-produced radio shows, WCOP's *Hayloft Jamboree,* starring Nelson Bragg, "the Merry Mayor of Milo, Maine."

WCOP reports the Motorcade management already has invited the station to handle promotion for its "next and bigger" show, "Motorcade of '54."

strictly business

ISIDORE (LINDY) LINDENBAUM, president of Filmcraft Productions Inc., Hollywood, was a prominent Los Angeles attorney until he got so carried away by a client's enthusiasm for television that he joined him in establishing a TV film firm.

Foreseeing the use of film in the new medium, he now believes "only the surface has been scratched." He predicts his chosen field "will eventually be many times larger than the present motion picture industry."

Filmcraft—of which F. H. Fodor, the "client" who sought legal aid in obtaining patents for a camera control system, is the executive in charge of production—has just completed filming the 110th NBC-TV *You Bet Your Life* program.

With this record behind him, Mr. Lindenbaum feels safe in saying "quiz, variety, situation comedy and dramatic type programs are all headed toward film. Editors can eliminate dull spots and tighten up quiz shows, in addition to eliminating any ad libs in questionable taste."

He says film results in a better physical presentation of a star "thanks to movie lighting as well as a constant make-up check." He adds that these facts are especially important to name players—now not so young—who want to look their best before the public.

Mr. Lindenbaum's family moved to Los Angeles from his native city, Boston, when he was a baby. He was graduated from high school and entered Columbia U. as a pharmacy student. After a year of this, he entered the U. of California at L. A. and switched to law. He also studied at the U. of California at Berkeley where he received his A.B. After a brief attendance at Harvard U. he got his L.L.B. degree from the Boalt Hall School of Jurisprudence at Berkeley. He hung out his shingle in Los Angeles in 1930.

Mr. LINDENBAUM
. . . it was enthusiasm

Filmcraft, which started on a small scale employing two enthusiastic men and using a camera system that permitted continuous filming of programs, has expanded operations considerably. It has acquired Filmarte Theatre, the

(Continued on page 66)

yours on

KPHO

RADIO AND TELEVISION

Phoenix, Arizona

A MEREDITH STATION

KMTV

the most looked-at, listened-to station
in the big, prosperous Omaha market

announces the appointment of

EDWARD PETRY & CO. inc.

as national sales representatives

with offices in...

NEW YORK · CHICAGO · LOS ANGELES · DETROIT

ST. LOUIS · SAN FRANCISCO · DALLAS

wdod *delivers* 100 *radio homes for only a* PENNY!

Based on a median rate, the 91,500* daytime radio families listening to WDOD cost just a PENNY per 100 families.

That's a good buy in any market. In bustling, growing Chattanooga that means money in the cash register, too!

For 27 years, popular, powerful WDOD has persuaded millions of loyal listeners to buy the merchandise and services it has advertised. Yes, WDOD really *sells* its audience.

Make Chattanooga's No. 1 station your No. 1 choice in this profitable marketing area.

**latest primary coverage figures*

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

new business

Spot • • •

CHALLENGE CREAM & BUTTER Assn., L. A., will sponsor Sugar Bowl Game from New Orleans on KECA-TV that city and KGO-TV San Francisco, 11 a.m. PST, Jan. 1. Agency: Davis & Co., L. A.

Network • • •

MILES LABS. (Alka Seltzer), to sponsor NBC radio coverage of New Year's Eve Festivities in New York, Chicago and San Francisco with pickups from those cities at, respectively, 11:45 p.m. to 12:05 p.m. EST; 12:45 p.m. to 1:05 a.m. EST; and 2:35 to 3:05 a.m. EST. Agency: Geoffrey Wade Adv., Chicago.

BORDEN Co., N. Y., starts *Frank Goss News* on 22 Columbia Pacific Radio Network stations on thrice weekly alternating basis for Evaporated Milk and Instant Coffee, Mon., Wed., Fri., and Tues., Thurs., Sat., 5:45-5:55 p.m., PST, for 52 weeks from Jan. 5. Agency for Evaporated Milk: Young & Rubicam Inc.; Agency for Instant Coffee: Doherty, Clifford & Shenfield, both N. Y.

COLGATE-PALMOLIVE-PEET Co., renewing radio version of *Mr. and Mrs. North* for 13 weeks, effective Jan. 6. Show celebrates its tenth year on radio with the Dec. 30th broadcast. Agency: Sherman & Marquette, N. Y.

WESTINGHOUSE ELECTRIC Corp. to sponsor *Meet Betty Furness* on CBS-TV Fri., 10:45-11 p.m., effective Jan. 2. Agency: McCann-Erickson, N. Y.

Agency Appointments • • •

KYRON FOUNDATION, L. A. (Kyron reducing aids), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

COLUMBIA FEDERAL SAVINGS & LOAN Assn., Washington, D. C. appoints Robert M. Gamble Jr. Adv., same city.

NATIONAL YEAST CORP., N. Y., names Hilton & Riggio, that city, effective Jan. 1.

McCRAY REFRIGERATOR Co., Kendallville Ind., appoints Buchen Co., Chicago. Media plans not yet set. Account executive is LEON MORGAN.

FAIRMOUNT FOODS Co., appoints Allen & Reynolds, Omaha. Firm uses radio-TV.

PAL BLADE Co., N. Y. (Pal and Personna Blades), names International Div. of Grant Adv., N. Y., to place foreign advertising.

EMPIRE FURNITURE & APPLIANCE Co., L. A., appoints J. E. Coyle Adv., that city. Spot announcements are scheduled on KFWB and KGFJ Hollywood, KOWL Santa Monica and KALI Pasadena.

W. A. STILLWELL, L. A., and HALLS MOTOR Co., Highland Park (both Oldsmobile dealers), appoint George Patton Co., Beverly Hills. TV is being used.

WESTERN GEAR WORKS, Lynwood, Calif. (power transmission products), appoints Ruthrauff & Ryan Inc., Hollywood.

INSTANT BEVERAGE Co., S. F. (Valsweet grape nectar), appoints Guild, Bascom & Bonfigli, that city.

SALADA TEA Co. of Canada Ltd., Toronto, names McKim Adv. Ltd., Toronto, effective Jan. 1.

LOUIS SHERRY Inc., N. Y. (candy, ice cream, preserves and catering service), appoints Hilton & Riggio, same city.

SCHAMMELL CHINA Co., Trenton, N. J., names Bauer Adv. Inc., N. Y.

XUM

Mumbo-Jumbo or Merchandising?

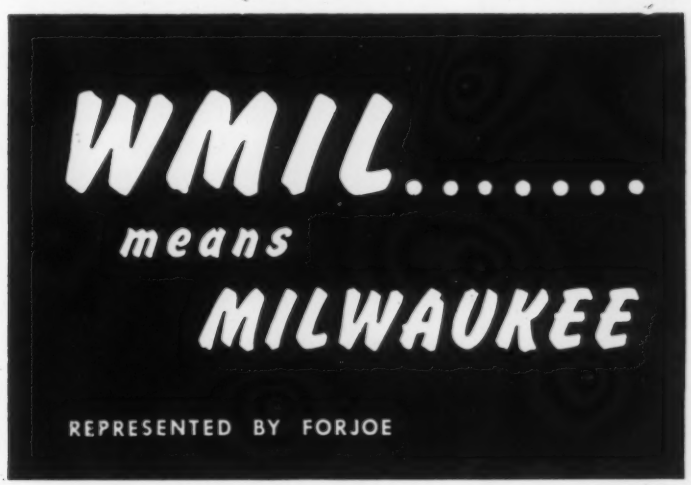
WMIL has never believed in — and never practiced—the kind of mumbo-jumbo that went by the name of "merchandising" but wasn't. We never believed that keeping an account executive happy by going through the motions, was a good substitute for building audiences. We still hold to that idea.

But, now, food advertisers on WMIL will receive, without extra charge, the active cooperation of the Krambo Stores—a chain of giant super-markets, whose annual volume exceeds $3,000,000 *per store*.

They will share in Krambo's own WMIL advertising, will receive stack displays in every store, will obtain space in the store's newspaper advertising, shelf displays, window streamers. This all is a no charge "plus" service.

In short, good food advertising on a good radio station will, as always, create demand. But the WMIL food merchandising plan will turn that active demand into positive active sales through the most aggressive chain of food markets in Milwaukee.

That's what we call merchandising. That's why we're doing it. Ask any Forjoe office for the details.



RADIO HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

Jan. 7—FCC reports 1950 AM-FM revenues totalled $444.5 million, up 7.1% over 1949. Expenses for AM-FM stations totalled $376.3 million. Income before federal taxes totalled $68.2 million, up 29.7% over 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire & Rubber Co.

Jan. 21—Volume of radio time sales rose nearly $32 million in 1951 over sales in 1950, BROADCASTING • TELECASTING survey shows. The 1951 estimates showed National Network totalled $116,641,381; Regional Network $7,125,000; National and Regional non network $134,291,439; Local $227,434,785; Total $485,492,606.

Jan. 28—CBS Radio sends affiliates revised contracts to adjust rates downward.

Jan. 28—Joint Radio Network Committee estimates number of radio sets in the United States as of Jan. 1 at 105.3 million.

Feb. 4—FCC maps interim broadcast station alert plan in case of enemy attack involving sentinel operation for many of nation's high power stations.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 18—Procter & Gamble again top users of radio time with total of $18,159,695 during 1951, according to records of Publishers Information Bureau.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 22—Wayne Coy resigns as Chairman of FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 23—Twenty-fifth anniversary of the establishment of the Federal Radio Commission.

Feb. 28—Awards are presented to four winners of the Voice of Democracy contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC Commissioner to replace Wayne Coy as Paul A. Walker becomes Chairman.

March 8 — Preliminary FCC figures show that the networks took in more money from TV than from AM in 1951 with total of $132.2 million from TV and $100.4 million from AM.

March 14 — Adrian Murphy becomes president of CBS Radio.

March 14 — Naylor Rogers, executive vice president of Keystone Broadcasting System, dies in Chicago.

March 20—G. Shaw, vice president of A. C. Nielsen Co., tells Assn. of National Advertisers that television costs are approximately 50% higher than those of radio and that much of the country cannot be reached by television.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 25—Frank White resigns and Thomas F. O'Neil becomes president of Mutual Broadcasting System.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for $1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 15—Liberty Network suspends service.

May 17 — DuPont awards are announced.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—KOA-AM-FM is sold by NBC to Bob Hope, Mayor Quigg Newton of Denver and their associates for $2.25 million.

July 21—Democratic convention

Aug. 12—CBS sets new rate formula cutting nighttime rates approximately 25%.

Sept. 3—NBC trims rates to match CBS.

Sept. 18—CBS celebrates its 25th anniversary.

Sept. 19—Comr. Robert F. Jones resigns to join law firm.

Sept. 26—General Foods signs Bob Hope for two series on NBC radio for approximately $2 million.

Sept. 30—Merlin Hall Aylesworth, first president of NBC, dies.

Oct. 3—Radio revenue in 1951 was highest in history, $450.4 million, according to FCC report.

Oct. 11—Arthur Pryor Jr., BBDO vice president in charge of radio and television, tells NARTB District 6 meeting, in Memphis, that radio is the best low cost mass buy. He pointed out that radio people must keep advertisers informed of its advantages.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Robert F. Jones, who resigned to enter practice of law.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 27 — BROADCASTING • TELECASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 28 — Award of $300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York county

(Continued on page 64)

in this room . . .

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

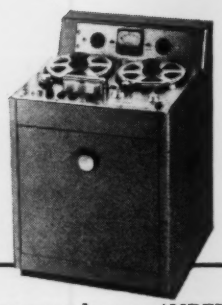
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:

Model 400A

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.
- **MINIMUM "DOWN TIME"**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.
- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.
- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.
- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

AMPEX

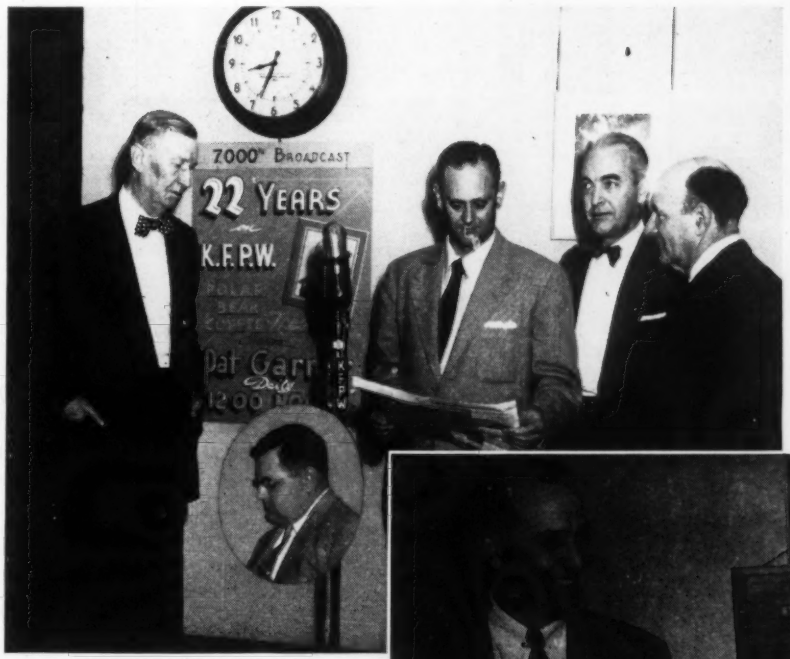
MAGNETIC RECORDERS

If you plan for tomorrow, buy an AMPEX today

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

XUM

YEARS of RESULTS . . . . From RADIO and NEWS!



★ 100 per cent distribution for Polar Bear Coffee in the Fort Smith Trade area is proof of results for the Noon News, now in its 23rd consecutive year on KFPW . . . under the same sponsorship. Left to right, celebrating the 7,000th broadcast of Polar Bear Coffee News—J. W. Davis, sales manager, Griffin Grocery Co.; James C. Leake, vice president; Dwight Sample, manager, Griffin Grocery Co., Fort Smith, and Pat Garner, veteran news chief of KFPW. Inset, John T. Griffin, president of Griffin Grocery Co., makers of Polar Bear Coffee.

★ One of KTUL's staunchest advertisers is Harry Clarke of Clarke's Good Clothes in Tulsa, who has sponsored "Tomorrow's News Tonight" every night at 10:00 for 15 years. Taxiposter held by Newscaster Ed Neibling, left, and Clothier Clarke heralds longevity of newscast. Plaque on wall was awarded KTUL and Clarke's in March by the BAB as second prize in the national "Radio Gets Results" contest. Clarke's has advertised continuously on KTUL since a week after the station went on the air in 1934.

- The "VOICES" that SELL MOST for MORE LOCAL MERCHANTS in TWO RICH MARKETS of the SOUTHWEST.
- "GRASS ROOTS" ACCEPTANCE plus CONSISTENT RESULTS MAKE KTUL and KFPW the BEST BUYS FOR YOUR ADVERTISING DOLLAR in TULSA and FORT SMITH, ARK.

The AUDIENCE ACTION TEAM

KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—*Vice President, General Manager*

AVERY-KNODEL, Inc., *Nat'l Representative*

AFFILIATED WITH KOMA, OKLAHOMA CITY

Like cheese goes with apple pie

Low-cost results and W-I-T-H go together just like cheese and apple pie. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

BROADCASTING

Vol. 43, No. 26 DECEMBER 29, 1952

WHAT'S AHEAD FOR ADVERTISING IN 1953?

- *More cost consciousness*
- *More agency mergers*
- *More emphasis on sell*

By William B. Lewis
President, Kenyon & Eckhardt

TRYING to look ahead these days is a thankless and unrewarding task. We can be sure, however, that 1953 will see a continuation of the trends so evident in 1952.

First of all, it looks as though there will be more and more mergers of small and medium agencies into larger operations. Small agencies, and here I do not speak of one-man shops, cannot afford the depth in facilities which is so essential today in working with major clients. Because of that, and the narrowing profit margins of the agency business, we can look forward to more news announcements along the lines that became so popular this year.

The Squeeze

Medium agencies are squeezed with the same problems. To hold a major account in these days of tough selling, an agency must be equipped to offer advice and counsel on many different marketing levels. The medium agency, with accounts which look good to the larger agencies, is placed in a difficult competitive position. Unless the creative work of the medium agency is so powerful that other considerations are waived, and that happens too rarely in our industry, the larger agency gets the nod as a sheer economic gesture by the client.

Few agencies are not conscious these days of the help a strong and facility-wise agency can give his advertising and sales team. And they will need every bit of that help in the year ahead.

Agency departments will be strengthened in 1953. Copy lessons have been learned in the past few years that are certainly going to be applied in the coming 12 months. Direct and simple approaches, with the emphasis on the individual benefit given to the consumer, will replace the kind of copy which sounds smart and sophisticated in a copy department or board room. Copy people are learning the hard facts of sales needs. And when those facts are blended with creativeness and ingenuity, copy standards go up.

The day of being cute and coy is over. A cute copy line is of no value to a sales force and of even less value to a retail salesman. This doesn't eliminate humor in copy by any means. But the trick phrase will find its usefulness waning in the hard light of 1953 sales necessities.

Primarily, we are in the business of creating and holding consumer demand. That is especially true in light of the increasing amount of self-service, one-stop, shopping outlets. So the job for creative advertising is bigger than ever. And the advertising which is not truly creative will have a hard time surviving in 1953.

So, for copy in 1953, paste up the prime function of advertising—creativeness with a purpose. The purpose is to make somebody want to buy and impel them to the purchase. Don't get lost; don't get tricky, don't get tradey. Get the straight message over in simple, direct, attractive fashion.

Copy and Art are sisters who must live together in our business. Gerry Link, our head art director, would certainly go along with me in the feeling that advertising art has made long strides forward in the past few years. The whole food picture, with its striking art examples of appetite appeal raised to the nth degree, is a fine case of advertising development.

If I may mention one of our campaigns, I'd like to bring up the Lincoln "modern living" story. Here is a campaign which has totally departed from what some circles call "Detroit advertising." Bold, imaginative, striking in conception, it fits the Lincoln of 1952 and the Lincoln of 1953 as few other advertising themes have done.

Dealers and factory tell us one important matter; the campaign is selling Lincolns, And that is our prime objective. So then our art for 1953 must continue its boldly imaginative strides; again, with the realization that art must be welded to reality and that it must sell product.

Behind Art and Copy comes a dynamic concept of Media. Media buying, in many respects, is a most underrated section of agency operation. Yet, we know that creative media buying is one of the most important advertising responsibilities of agency and client operation. Many agencies have revamped traditional thinking concerning the operation of media departments. The changing pictures in TV, radio, newspaper, magazine and other media, need constant attention of top agency management. That's why 1953 will find still further upgrading of media personnel in major agencies. This will be a good thing for the people who both buy and sell media, for agencies in general and for clients.

Media Buying

Make no mistake about it—media buying must be strong and dynamic if advertising value is to be given our clients.

Backing up Art, Copy and media comes Research. I may be prejudiced on this subject, but research to me is of such vital importance in today's market that it becomes hard to evaluate its contributions. Facts are the backbone of any intelligent business operation. Management cannot afford the luxury of wishful thinking, hasty guesses and one-man surveys. Management turns to research for the answers. These answers are not meant to serve as anything but guideposts for action. They do not halt, constrict, delay, lame or cripple creative action. They do, however, show us where

(Continued on page 24)

NEW YEAR, NEW PROBLEMS, NEW PROMISES

In 1952, it may be recorded, television's influence in the advertising world was beginning to be understood. TV was no longer feared hysterically or embraced unquestioningly. Advertisers, agencies and radio began to learn how to live calmly, if not entirely comfortably, with TV.

But there was no doubt that television had made profound changes in advertising practices. To assess and identify these changes, and to suggest ways of living more comfortably with TV, BROADCASTING • TELECASTING asked five informed and respected advertising leaders for their views.

Their articles begin on this and the following four pages. Their forecasts assure that both radio and television will do well in 1953—if their managements are imaginative and resourceful.

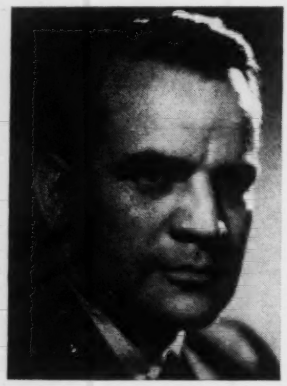
XUM

(Continued from page 23)

we have been, where we are now, and where we may go in the future.

Research of many forms will be more important than ever in 1953. And the client who can team a good research department will be ahead of his competitors. Used the right way, research can improve creative and sales output to new highs in 1953.

The year ahead will certainly show greater emphasis on the fast moving promotion and merchandising setups, both with agencies and advertisers. These are the departments which work in the field and have the close knowledge of selling



MR. LEWIS is a broadcasting veteran as well as a first-rank agency man. He was CBS' first vice president in charge of programs (1936-41). He broke into advertising as apprentice at J. Walter Thompson, was later copy writer at Joseph Richards and then copy chief of Badger, Browning & Hersey. He joined K&E in 1944 as vice president in charge of radio, became account supervisor on Lincoln-Mercury, was elected president in October 1951.

problems which can be translated back into better advertising which contains more potent selling force. Contributions of these operations will be enormous in 1953. Their flexibility and ability to stir excitement on all levels, both trade and consumer, give merchandising and promotion a vital part to play.

In this area, incidentally, lie the contributions made by an integrated publicity-public relations campaign. This work must be tied into the overall advertising effort. Used properly, it has amazing effect. Limited by misunderstanding of management and thought of as "free advertising," it cannot fulfill its necessary role.

Management should understand the scope of an excellent publicity operation and utilize it to a far greater degree than it has done in the past.

We know that our major promotions this year, built around "modern living," did much to bring our advertising theme alive to prospects and dealers. It helped make our advertising dollar worth more. And that, these days, is a valuable plus.

Radio-TV departments represent both a threat and an opportunity to advertisers and agencies. We know from painful experience what a purely creative operation, without cost consciousness, can do to any advertiser. Yet, we cannot get into a position where costs dicate our creative thinking.

Getting Rid of Load

Many agencies have given up production of their own shows and depend upon networks and outside booking offices for the creation of salable packages. This takes a load off the agency—a load which most agencies find it impossible to carry at this time. For the present the solution is an eminently practical and fair one for the advertisers. For, even without having to produce the show, agencies must carry production departments of their own for commercials, hire business managers to cost their radio-TV operations, build Hollywood style projection rooms for film screenings, and indulge in dozens of operations which never existed in the dear, dead days of pre-TV.

Yet, from the long range standpoint, leaving the creative portion of programming to networks and outside agents is not the best for client or agency operation. When the new stations are in full bloom and we have recovered from the shock of seeing time costs piled upon time costs, the subject will come up again. And the answer in 1954—not in 1953—may not be the same as today.

I. Q. Rating

Advertising in 1953 will be more intelligent. Advertisers and agencies alike are learning more of the fascinating sciences involved in making people act. And in the process of learning more, they are leading the advertising industry into a more knowledgeable, more direct, more basic approach to our customers.

The challenge is tremendous. We can no longer sit back with shortages or the rationalizations which emerged from those shortages. What happens when there's plenty of goods to sell and people aren't prone to spend without thinking?

Some of that answer will be found in 1953. Increased advertising budgets, stepped up research, solid promotion and merchandising, dramatic art, creatively selling copy and integrated management should make the next 12 months an important milestone in the history of our industry.

CINCINNATI AGENCY VEEPEE GIVES COPY HINTS FOR '53

Lloyd Smithson, vice president of the Cincinnati agency, Smithson, Wyman & Withenbury, was up late one night, with only his typewriter for company. The result may be helpful to jingle composers in need of a seasonal theme.

AROUND the first of each year, some copywriters seethe with a weird creative frenzy. They pound out reams of rhymes in which they link the new year with products being advertised—achieving a form of commercial couplet which is best described as the "chronometric cliche." To all copywriters who treasure this subtle device and who may now be digging for ideas, these few suggestions are freely offered:

Drink OLD CHLORETTE in '53—
Get stinko *inoffensively!*

Sleep deep, at GREENLAWN CEMET'RY—
Our plot's the spot for fifty-three.

Point up your personality—
Wear BEAUTY-BRA in '53!

Enjoy a wartless '53—
Use SERPO'S SNAKE OIL faithfully!

Wear STILT-STYLE SHOES in '53—
And you can be as tall as she!

Drink ANCIENT AGUE in '53—
Shake off *hangovers easily!*

Have fun in bed in '53
With WILCO'S OVERHEAD TV!

Drink BURP'S FINE BEER in '53—
Enjoy its two-way *luxury!*

Take RALUGER in '53—
It's regular *spelled backwardly!*

Perfume yourself with COME TO ME,
And beat 'em off in '53!

For deep down, filtered ecstasy,
Light up with PUNKS in '53!

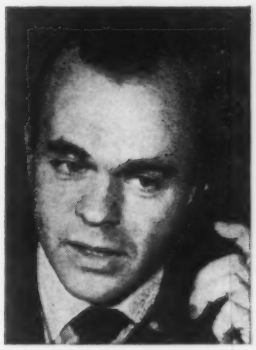
Use SCRAPO BLADES in '53—
With each pack, styptic pencil free!

These are just a *phew* examples of what can be done with an elementary sense of meter and no inhibitions. We could probably go on for pages, but we're already looking ahead to next year, which moves us to append this cogent couplet:

Just keep in touch; we've plenty more
For use in Nineteen-Fifty-Four!

. . . LLOYD SMITHSON

from sincere tie to slide rule: how television is transforming radio-tv departments of leading agencies



By Rodney Erickson

Manager, Radio-TV Dept., Young & Rubicam

THE word huckster has an unpleasant connotation. So do drummer, pitchman, peddler, vendor, and travelling salesman, but they all have one thing in common. They all move merchandise. So do advertising agencies on behalf of their clients.

The purpose of this article is to discourse on the renaissance of this new pastime in radio and television departments of advertising agencies.

For a long while advertising agencies produced their own shows in radio. In the beginning inexperienced people with little or no background in entertainment were occasionally sent to produce the big shows of the early thirties. Then came the real producers. High-priced, high-powered agency producers who created entertaining shows. When it came time for the commercials the big boys turned the show over to the writers, who had yet to make their niche in radio as important as the print writers, with a "now a word from our sponsor."

The radio and television departments of those days were largely concerned with being in show business and, secondarily, in moving merchandise or being hucksters. All this was before television. We now have a drastic change occurring in advertising agencies, talent agencies, networks, and all services pertaining to television.

Impresarios All

In the beginnings of television, it was indeed a new toy. Everybody was an impresario. The experienced radio people moved in easily and expertly, but made room for the highest officers of agency and sponsor who caught the spirit of pioneering quickly. Television control rooms were so crowded that there often wasn't space for the technicians to come in to repair the quivering monitors. Then the costs of television mounted and the men were separated from the boys.

The old producers of radio shows climbed back in the saddle again. The best ones, that is. The ones who claimed to have gotten an ulcer out of radio were carted away to the psychiatrists after brief excursions into TV. The high-priced radio men were joined by even higher priced Hollywood and Broadway producers who had fallen into hard times. It seemed that everyone wanted to get in on the ground floor of television.

The costs of television continued to mount.

As the cost of producing a live television show began to approach the cost of the lowest quality film show, there began an experimental, then a rapid transfer from live to film as re-run profits were reported. The transition from live to film was led by commercials where perfection was essential. A weeding out of the slow and incompetent in overstaffed departments began, and television losses due to large staffs and low billing were converted to more normal expense percentages. Networks, too, reduced their staffs and reorganized and then reorganized again.

Television costs continued to rise, and the tendency to experiment was replaced by the necessity for moving large quantities of merchandise to justify the high cost.

So here we are. This history is behind us. What about the present character of television departments? And where do we go from here?

Primary Job

For the first time in the electronic history the agency radio-television departments are fully aware that their primary job is to use entertainment to move merchandise. The monies invested in television are so great that the personnel is rapidly assuming a characteristic somewhat foreign to its historic role. The creative television-radio department impresarios who survived can now work slide rules. The Harvard School of Business sneaks in the side door. The new television executive is now busy with more liaison work than pure creative work.

The growing importance of the liaison executive in television is manifest in the new advertising agency concept of servicing tele-

(Continued on page 60)

Erickson's Specifications for the Complete Agency TV Chief

He is in his thirties or early forties.
He dresses conservatively and is well groomed.
He is social but natural.
He has a good education.
He is familiar with technical aspects and limitations of the media.
He is courteous but firm in dealing with all.
He can balance his own checkbook and the budgets he is responsible for.
He can sit down and edit a script or write it, if necessary.
He can negotiate talent contracts and has done so, many times.
He has responsibilities at home and is mature.
He has network experience, preferably as a director and producer.
He has some advertising agency experience in radio or television.
He is aware of the advertising benefits on a cost-per-thousand basis of all media.
He knows all of the important personnel of networks, talents agencies and other agencies and is on good terms with them.
He can expedite any request from the client or his agency executives.
He never loses his temper.
He is logical and reasonable at all times.
He is, therefore, expensive.

XUM

what audience trends will develop in '53?

Here are some cautious forecasts, based upon the measurable past, by the head of a company that is a leader in the research field.

By Arthur C. Nielsen
President, A. C. Nielsen Co.

THE next 12 months in the Age of Electrons should be the most challenging of all.

It's to be expected that two media whose vitality comes from a blend of engineering proficiency, show business skills, and marketing ingenuity will always be challenging. But for everyone in radio and television, the coming year in particular looks like a period of stimulating growth and critical decisions, full of possible prizes and penalties.

This is apparent if we examine prospective audience trends for 1953 and their bearing on radio and TV marketing. Of course, it's not in the province of audience researchers to take up prophecy and soothsaying. But the broad developments of recent seasons may cautiously be used as the basis for a look at the year ahead.

Circulation

The base for all broadcasting activity is its potential—the number and degree of saturation of radio and TV homes. Following the current rate of growth, total U. S. radio circulation should reach 44,400,000 homes next month, and perhaps 45 million by year's end—a figure very close to total saturation of *all* homes. For advertisers and broadcasters, it's trite to repeat that radio will be "bigger than ever." Nevertheless, the simple fact is that it will still provide a larger potential than that of any other medium, by far.

In TV, current data suggests that next month's total will be 20 million homes, representing a national saturation of 45%. It's not fair to hazard a guess about the total for next December, since new licensees will go on the air and service will reach an unknown number of new markets. But it's conceivable that within the year there will be about 25 million homes with TV. At the moment, this figure seems phenomenal; but anyone anticipating ignoring radio must consider that it also means there are 20 million homes *without* TV, a rather substantial market in itself.

Station Coverage

Moving to the question of individual station circulation, we've assembled a giant collection of coverage facts in our NCS measurements. It would be impracticable, however, to attempt to take absolute 1952 circulation data and project them into broad 1953 trends. But we have assembled much information that sheds light on one of the industry's vital problems—the effect on an AM station's coverage of TV saturation in its home county.

Broadly speaking, the average radio outlet should find that the total number of homes it reaches regularly will be adversely affected as TV ownership in its area increases. This may be particularly evident in nighttime coverage; there's no reason to expect it for daytime.

Naturally, there will be numerous exceptions, depending on other conditions. Our own data show several stations kept coverage levels high in the face of strong TV opposition. Such variations will tend to force both stations and timebuyers to examine individual cases with care.

As for TV stations, coverage can surely increase as set ownership in home markets increases. However, 1953 will be the year when several outlets who've enjoyed the luxury of one-station markets will have competing channels for the first time. While it isn't reasonable to expect that such stations will suffer losses in, say, overall weekly circulation, they may experience changes in share of total listening and in fringe area coverage.

Audience Characteristics

Looking at the radio audience qualitatively, there's no reason to expect that it will change in its general characteristics. By economic level, geographical distribution, market size, education, family size and age, radio families have naturally been representative of the entire population, because of radio's virtual saturation.

Not so with TV homes. Television has tended to have better-heeled, better-educated, urban, larger and younger families than the average for the country as a whole. As set ownership continues to rise, though, these differences between TV homes and radio-only will be gradually reduced. In a year or two, the disparity may virtually disappear. TV families may represent a true cross-section of the population.

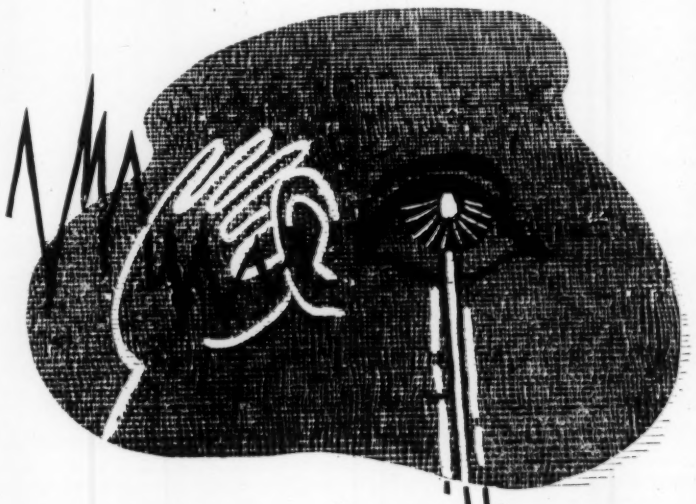
In distribution by territories, 1953 will be a "spreading out" year for TV homes. Now a medium of high concentration in the Northeast and East Central states, television, with its new transmitters, will provide broader regional penetration into the now low-saturated sections and into new areas as well.

All these facts are of the greatest import to advertisers. Their need to match media selection to marketing patterns will be more critical than ever in the coming months.

Radio Usage

If 1953 follows the pattern of the past few years, the growth of TV can be expected to continue affecting evening radio listening levels adversely. However, any decrease in the *per cent* of homes using radio will be offset, to some extent, by the increase in the *number* of *radio homes*. Thus, advertisers must watch the rate of change carefully.

In the daytime, however, all signs point to the continued maintenance of listening percentages on a relatively even keel. This past year saw a rather small decrease in usage during most of the day, against 1951. And in the late morning, there was an increase. This points up the continued vitality of daytime radio. Its numerous successful network and local sponsors will no doubt be more than content with their selling achievements in '52.



TV Usage

While there are no indications that the *per cent* of TV homes using TV will change appreciably, there should continue to be an enormous growth in the audience potential in terms of *numbers* of homes. During the past year, for example, the average number of U. S. homes using TV between 8 and 11 p.m. exceeded the number using radio for the first time. The margin will undoubtedly increase during 1953. Perhaps 13 to 15 million homes will have their TV sets in use during most of the evening hours—a record figure for network advertisers to shoot at.

In the daytime, percentage figures might increase if the amount and quality of programming increases. Here again, there has been no evidence to expect anything but levels equal to those of '52. But the total homes potential will grow, even though it's not likely to exceed radio's for some time to come.

Program Preferences

In neither radio nor TV have there been any substantial changes in the types of network programs that audiences prefer, according to evidence from the past few seasons.

Thus, in radio, the industry will probably continue to see the highest average ratings going to comedy-variety, situation comedy, and audience participation shows, at night, and to those old reliables, the serials, in the daytime.

On the TV side, evening audiences, if they follow established trends, will show their greatest preference for variety, situation comedy and general drama, although mysteries always enjoy high average popularity as well. There is no clear-cut pattern of program type preferences in daytime TV worth noting.

Costs

All of the data we have on audience size points, of course, to one of broadcasting's more vital criteria—costs. There are so many individual considerations in this area, so many particular circumstances of program costs, rate changes, size of facilities, discount structures, AM-TV combinations, and the rest, that it would be foolhardy to generalize about the subject at this time.

However, we can expect that many network radio advertisers will continue to enjoy relatively

(Continued on page 59)

how stations can get bigger shares of local advertisers' budgets

RADIO stations are learning the local advertiser's business and in turn are educating him to theirs. The pay-off ought to come in 1953 when a 20% increase in local volume may be possible.

By William B. Ryan
President, Broadcast Advertising Bureau

THE outlook for local radio advertising in '53 can be summarized in one word—"excellent."

Radio will do more business at the local level during the coming 12 months than it has done during any year in its history. It's entirely conceivable that this period will produce a 20% increase over 1952.

1953 will be marked as the year that radio finally, after 30-odd years, discovered its true local sales potential.

But it's not to our credit that this event has been so long in arriving—because the solution has ever been the obvious one of education—or rather, in this instance, lack of same.

Which Knows Less?

It's a toss-up as to which group has been the more uninformed—radio salesmen or local advertisers. We've displayed very little understanding of the factors inherent in the advertiser's business that influence his promotional decisions—while he, in most instances, has shown a total lack of knowledge relative to the use (and results) attendant to radio advertising.

He's been too frightened by the "unknown" to make an advance—and we've been too lethargic and undermanned to attempt the dual task of educating ourselves to his thinking and him to the ease with which he can use our medium.

What brought about this awakening on our part? Contributing factors vary from station to station but chief among them are increased operating costs, diminishing network billings and more aggressive competition from both within and without our medium. In short, in order to maintain that year-after-year upward sales curve, many stations have been forced to come face-to-face with the rather obvious fact that their greatest potential resides right in their own home town.

Last year the newspapers of this country carried six to seven dollars' worth of local advertising for every dollar rung up on radio station registers. It's readily evident that newspapers do not cover more territory or have more local prospects than we do. Nor are their salesmen of a better basic caliber than ours—in spite of the fact that they are more plentiful.

No—the newspapers outsold us seven times over last year because they were better equipped to do so. Better equipped from the standpoint of their knowledge of the local advertiser — and better equipped because the local advertiser knew how to use their facilities. Granted, this was not an overnight accomplishment on their part—nor can we expect it to be one on ours. But we do feel that radio's superiority as a sales producing medium will considerably shorten the amount of time necessary to attain that same position.

Business Prospects

Before getting into the specifics of how we can better equip ourselves for this task—let's first take a quick look at 1953's business prospects. Here are some of the conclusions arrived at as a result of a recent Dun & Bradstreet survey of "Business Men's Expectations for the first quarter of 1953":

1. Most business men expect to sustain or to increase their dollar sales in the first quarter of 1953 as compared with the first quarter of 1952. Higher dollar sales are anticipated by the majority.

2. Business men generally expect to operate at a profit in the first quarter of 1953. Many look for higher profits, and a substantial number expect no change, as compared with the first quarter of 1952.

3. Business sentiment leans increasingly toward the opinion that selling prices have stabilized largely.

4. The majority of manufacturers expect increases in new orders.

As you can see, the general out-

(Continued on page 64)

TELEVISION stations have to help the local advertiser get results that justify his TV costs. The trick is to sell him a television schedule within his means and then make his every dollar count.

By J. Leonard Reinsch
Managing Director, WSB-TV, WHIO-TV*

LOCAL television advertising has developed into one of the most effective means of moving goods and promoting services. There is a growing consciousness on the part of national advertisers that the local man is the man who counts, with more and more money being spent cooperatively with the local distributor. The distributor is given the privilege of selecting his time periods and having something to say about his message—certainly a healthy trend and a wise utilization of the local distributor's knowledge of his market.

TV is a much more personal medium than newspapers, radio, magazines or billboards and to achieve the greatest personal appeal a commercial should be localized. Nothing beats direct selling from one neighbor to another and TV makes this possible.

Saw Potential

Local advertisers were quick to realize this potential as network television came into the Atlanta market and many of them quickly latched on to choice spot availabilities on WSB-TV. Despite continuing rate increases, local renewals are almost automatic.

The local man must be getting his money's worth, for he continues to buy. In many instances he may stay in TV to meet competition or if he happens to be the only TV user in a particular field he often is able to far outstrip his competition. In Atlanta, for example, Sawan grass seed conducted a fall campaign. Sales soared and now other seed men are already planning spring campaigns to meet this competition, and Sawan will be back.

Our selling problems in TV involve both men and money. Our staff members must know more about television than they had to know about radio. Our clients must have the necessary funds in their budget. Consequently when a salesman sells a client on the effectiveness of the medium and the value of the station, he still has a job to do in helping the client prepare his message.

The natural result has been the development of television salesmen who are combination script writers, layout men and production specialists. The price charged for television allows the salesman to spend more time with his customer. He learns more about the customer's business and the job of servicing an account becomes simpler through mutual understanding. Moreover, we believe that servicing an account is just as important as the original sale—not to keep the client sold but to keep his selling message fresh and effective.

We endeavor to provide the right vehicle for the advertisers so television will do the desired job. As long as we keep present advertisers happy, we will have a good business. This explains our emphasis on keeping our accounts satisfied.

Hit Local Hard

The advertiser should be sold on effective use of local television, supported by planning and ingenuity, and not on an imitation of the Hollywood product. TV advertising, properly planned and produced, will fit into the account's sales appeal.

At WSB-TV Atlanta, for instance, we placed Jerrell's non-fat dry milk solids on a kitchen program that features food preparation and daily discussions of diet and economical meal planning. After a few weeks James J. Selvage, general sales agent for Jerrell's, reported: "When we went into the ktchen show we had good

(Continued on page 65)

* Also managing director, WSB-AM Atlanta, WHIO - AM Dayton, WIOD Miami.

EVENTS IN '52

Reviewed by Sarnoff

Gen. SARNOFF
. . . renewed hope in '53

* * *

RESUMPTION of TV station licensing and opening of the uhf for television broadcasting were "the two most significant steps in television progress" during 1952, Brig. Gen. David Sarnoff, chairman of the board of RCA, said in a year-end statement being released today (Monday).

He saw the development of the transistor, tiny device which performs many of the functions of the electron tube, as opening "new opportunities for continued expansion of television and all phases of electronics," and with further development, as enabling the electronics art to "expand into many new fields of science, commerce, and industry."

Gen. Sarnoff said, "It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations," but that "in science . . . we are certain that progress will continue." He added:

"We must recognize, however, that progress, in its larger sense, depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope."

Reviewing TV development during the past year, Gen. Sarnoff said:

"Television greatly extended its service area and enlarged its stature as one of America's major industries in 1952. Television-equipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952—a gain of 40%. . . . Today 47% of American families have television sets, and more than 65% of the population is within range of one or more TV stations."

Cites New Services

As an indication of the anticipated rate of TV's future growth, he cited RCA Service Co.'s plans to open 34 additional service branches in 1953. He also noted that, in the international field, RCA had supplied equipment for 15 TV stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela, and Italy.

Referring to RCA's compatible system of color television and its tri-color picture tube, Gen. Sarnoff said "further progress" was made during 1952, and added:

"During 1952 RCA and NBC engineers have been field-testing color television standards evolved by the National Television System Committee, which is comprised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the FCC will be petitioned to review the subject of color television and to set standards which will permit commercial broadcasting of compatible color.

"The field tests have also produced further evidence of the practicability and desirability of a compatible system for service to the public; that is, a system which permits owners of existing television sets to receive color programs in black-and-white without any change whatever in their sets."

Political Coverage

Gen. Sarnoff called attention to television's "vital role" in the national political campaign and election, and said: "Historians as well as politicians will be busy for some time to come evaluating the full extent of the influence of television in politics, and evolving strategy for its most effective use in future campaigns."

The Coronation of Queen Elizabeth II next June "promises pictures of splendor that will add to the dimensions of television in presenting history as it is made," he asserted.

The "older arts" — including radio, press, and movies—"felt the added touch of television" during 1952, Gen. Sarnoff noted, and "each medium has stimulated the other to further improvement and greater service." He cited as an example the NBC-Navy motion picture series, *Victory at Sea*, which "has brought into the homes of the nation documentary proof of the defeats and the triumphs of World War II and the heroism of our fighting men at sea, on land, and in the air."

He said the telecasts of *Opera in English*, "originated and developed by NBC, have provided a new dimension and significance to this field of entertainment and education." In addition to "Amahl and the Night Visitors," "Billy Budd," and "Trouble in Tahiti," programs in this series which are being "scheduled for the near future" include "Der Rosenkavalier" and "Suor Angelica," Gen. Sarnoff said.

In radio, the RCA executive asserted, set sales "continue to increase, enhanced by technical refinements and attractive designs." At the outset of 1952 there were more than 105 million radio sets in the U. S., including 25 million in automobiles, and nine million new sets were produced during the year. Portables, he said, "have gained in popularity and will continue to do so."

The popularity of the "Victrola" phonograph and of recorded music also continues to grow, Gen. Sarnoff said, reporting that there are now 26 million phonographs in the U. S. as compared to eight million in 1946. "Modern record players provide the public with turntables that literally are concert stages with a catalog of music in every classification," he observed.

He called attention to many new developments in industrial radio and electronics "which will further enlarge the commercial horizon." He continued:

"For example, business machines, home appliances, highway communication systems, radar, electron microscopes, bottle inspection machines are some of the uses to which microwaves and electronics

(Continued on page 48)

TV AD DOLLARS

MAB Finds 'New' Money

RAPID rise of TV's advertising revenue has not come at the expense of other media but is largely "new" money, according to an analysis of the expenditures of TV network advertisers in this and other media for the first six months of 1952, compared with the same period of 1951.

This analysis—by Magazine Advertisers Bureau — showed that while the 171 TV network advertisers who spent $25,000 or more in this medium in the first half of 1952 aggregated time purchases nearly 90% ahead of their combined total for the first six months of 1951, their expenditures in magazines also increased slightly, with some declines in the sums spent for time on the radio networks and space in the Sunday newspaper supplements. Using data compiled by Publishers Information Bureau on advertisers' expenditures in these four media, MAB found:

Fourth in a series of such comparisons, this study repeats in essence the conclusions of the previous analyses, made at six-month intervals beginning with a comparison of the last half of 1950 with the like period of 1949. This showed TV network clients increasing their expenditures in the other media as well.

The second study, comparing the first six month of 1 950 and 1951, showed these advertisers in aggregate spending a little more in magazines, about the same in network radio and somewhat less in Sunday supplements in the latter period.

A third analysis found that in the last half of 1951 the TV advertisers increased their magazine billings slightly and decreased their use of network radio a little and their use of Sunday supplements a lot.

Comparing advertising expenditures during the first half of 1951 and 1952 on the basis of increased or decreased expenditures of individual TV advertisers, MAB reported that of the 171 TV network clients in January-June 1952, 148 used magazines in 1951 or 1952, of which 84 or 56.8% increased their expenditures in this medium, while 64 or 43.2% curtailed them. The 82 who used network radio included 30 or 36.6% who increased and 52 or 63.4% who decreased their expenditures for time on the radio networks. The 94 users of Sunday supplements included 43 or 45.7% who boosted their space expenditures in these publications and 51 or 54.3% who decreased them.

MAB's primary conclusion from the studies is that "from 80% to 90% of the increased costs of television advertising continues to represent additional appropriations rather than diversion of funds from other media."

The turn-over in TV network advertisers also has been studied by MAB, which has made two analyses, comparing the final six-month periods of 1950 and 1951 and the first six-month periods of 1951 and 1952. Limiting its studies to ad-

(Continued on page 47)

THE NATIONAL ADVERTISING BUDGETS OF 171 NATIONAL TELEVISION ADVERTISERS
($25,000 OR MORE IN NETWORK TELEVISION, FIRST 6 MONTHS OF 1952)

	First 6 Mos. 1952	First 6 Mos. 1951	Per Cent Change
Network Television	$87,903,625	$46,931,063	+87.3
Network Radio	66,861,926	77,034,873	—13.2
Magazines	87,113,371	82,015,645	+ 6.2
Sunday Newspaper Supplements	15,138,084	18,255,582	—17.1
	$257,017,006	$224,237,163	+14.6

XUM

POLITICAL TIME

Oct. Billings at $1,565,775

POLITICAL business of the radio and TV networks in October amounted to $1,565,775 in gross time charges, according to Publishers Information Bureau's compilation of advertising investments in broadcast time.

For the radio networks, the $890,117 worth of time sold to the various political organizations put their combined October gross $292,062 ahead of the total for October 1951, where without this political income they would have fallen nearly $600,000 short of equalling the previous October gross.

The TV networks are consistently, in 1952, running well ahead of their 1951 billings, but the $675,658 gross income from politics helped to put October 1952 TV network billings $2,542,518 ahead of their combined gross for October 1951.

Purchases of Democrats

The Democrats, incidentally, made much heavier use of time on the national networks for their candidates than did their opponents. In radio, the Democratic network time purchases during October totaled $543,723, to $330,566 for the GOP and $15,628 for the Socialist-Labor Party. In TV, the Democratic candidates ran up time bills of $412,353, compared to a total of $263,305 for their Republican opponents.

Procter & Gamble Co. in October held its accustomed position as the top buyer of both radio and TV network time, with gross time charges of $1,495,691 in radio and $1,416,867 in TV, only advertiser to purchase more than $1 million worth of either type of network time.

Leading Time Buyers

Top 10 advertisers in each medium (Tables I and IV) include seven who appear on both lists: General Mills, General Foods, Gillette, Lever Brothers, Colgate-Palmolive-Peet and Reynolds Tobacco in addition to P & G. Other three leading timebuyers in network radio in October were American Hame Products, Miles Labs., and Sterling Drug; in TV they were: American Tobacco, Liggett & Myers and General Motors. Leading advertiser in each product category is shown in Table II for network radio and Table V for network TV.

Advertiser Categories

Tables III and VI, comparing for radio and TV, respectively, the combined billings of each product group of October and January-October, 1952 with 1951, show foods the leading type of advertiser in both media, with toiletries, to-

(Continued on page 77)

TABLE I

Top Ten Radio Network Advertisers for October 1952

1	Procter & Gamble	$1,495,691
2	Miles Labs	622,395
3	General Mills	609,393
4	Sterling Drug	597,947
5	Gillette Co.	553,872
6	General Foods Corp.	473,175
7	Lever Brothers Co.	399,093
8	Colgate-Palmolive-Peet Co.	370,557
9	R. J. Reynolds Tobacco Co.	359,907
10	American Home Products Corp.	356,963

* * *

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1952

PRODUCT GROUP	ADVERTISER	TIME COSTS
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 31,137
Apparel, Footwear & Access.	Brown Shoe Co.	15,844
Automobile, Equip. & Access.	Chrysler Corp.	77,955
Beer & Wine	Pabst Brewing Co.	76,331
Building Materials	Johns-Manville Corp.	72,624
Confectionery & Soft Drinks	William Wrigley Jr. Co.	130,264
Consumer Products	Electric Cos. Adv. Program	79,227
Drugs and Drug Products	Miles Labs	622,395
Food & Food Products	General Mills	602,454
Gasoline & Oil	Standard Oil of Indiana	107,696
Horticulture	Jackson & Perkins Co.	3,228
Household Equipment	Philco Corp.	128,629
Household Furnishings	Nanmkeag Steam Cotton Co.	41,146
Industrial Materials	U. S. Steel Corp.	98,712
Insurance	Equitable Life Insurance Society of the United States	90,875
Jewelry, Optical goods & Cameras	Longines-Whittnauer Watch Co.	81,626
Office Equipment & Stationery	Hall Brothers	65,832
Political	Stevenson-Sparkman Forum Committee	170,396
Publishing	First Church of Christ Scientist	14,136
Radios	RCA	62,986
Retail	Dr. Hiss Shoe Stores	3,024
Smoking	R. J. Reynolds Tobacco Co.	359,907
Soaps, Polishers & Cleansers	Procter & Gamble Co.	1,060,559
Toiletries & Toilet Goods	Gillette Co.	553,872
Transportation	Association of American Railroads	62,700
Miscellaneous	A. F. of L.	110,180

BYERLY TO KATZ

Heads Atlanta Office Jan. 1

KEITH S. BYERLY last week was named manager of the Atlanta office of The Katz Agency Inc., succeeding Fred M. Bell, who is retiring after almost 30 years with the representation organization. The changes become effective Jan. 1.

Mr. Byerly

Mr. Byerly has been identified with advertising in the South for more than 15 years, and since 1947 has been with Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV) Charlotte, N. C. He started with WBT as Carolinas sales manager, was named general sales manager for radio in 1948 and, with the advent of TV in 1949, added the WBTV sales managership to his responsibilities.

Before joining the WBT stations, he served as manager of the Hugh A. Deadwyler Adv. Agency, Charlotte, and prior to that was with Nachman-Rhodes Inc. in that city. He also was in the advertising and promotion department of the *Charlotte Observer*, and also was an advertising salesman for the Carolina Co-Operator Pub. Co., Raleigh.

COST PER HOME

Petry Study Shows Decrease

WHILE the number of TV homes has steadily increased, the cost of reaching the families residing in these TV homes with advertising messages has just as steadily decreased, according to a study released last week by the television division of Edward Petry & Co.

Taking the 13 TV markets represented by Petry as a sample, the study reports a combined growth in TV circulation from 5,766,209 TV homes on Jan. 1, 1952, to 7,068,317 TV homes on Nov. 1, more than 35% of the national total and therefore presumably a reasonably representative sample.

This 22.6% increase in the size of the TV audience has been accompanied, the study reports, with a decline of more than one-sixth in the per family cost of TV advertising (Table 1). In January, the sponsor of an evening hour in these 13 markets found his time costs averaging $3.55 per thousand homes. By November, the figure had dropped to $2.92 per thousand, a decrease of 17.8%. Cost per thousand of a daytime hour had in the same interval dropped from $1.78 to $1.45, a decrease of 18.5%.

When the unit is a one-minute spot instead of an hour program, the same change has occurred. The average cost per thousand of one minute of TV time at night in the Petry markets was $0.67 in January and $0.55 in November, a drop of 17.9%. The daytime minute cost per thousand was $0.33 in January and $0.28 in November, a decrease of 15.2%.

Average Decreases

These were average decreases, the Petry report states, adding a breakdown which shows that of the 13 TV stations this firm represents two stations decreased their nighttime costs per thousand between 30% and 40%; two more cut them from 20% to 30%; seven from 10% to 20%, and two 10% or less.

Daytime cost per thousand decreases of between 30% and 40% have occurred at two of the Petry stations and of between 20% and 30% at three, the report shows. For a daytime hour, six stations show daytime decreases per thousand of 10-20% and two of 10% or less. For a daytime minute, the cost per thousand of five stations has declined 11% to 20% and of three stations 10% or less.

The significance of the yardstick employed in the study—a simple comparison of TV set circulation growth and spot TV advertising rates—"varies greatly when applied to individual advertisers' problems or to individual products' sales successes," the report noted. But, Petry points out, this yardstick "does provide a frame reference to evaluate month-by-month changes in spot TV's ability to make sales at a profit."

* * *

13 Petry-represented TV markets

Total TV Homes—Average Cost Per M Available TV Homes—Jan. 1, 1952-Nov. 1, 1952

	Total TV Homes	Hour Night	Hour Day	Minute Night	Minute Day
January	5,766,209	$3.55	$1.78	$.67	$.33
February	5,865,940	3.47	1.74	.65	.33
March	5,960,702	3.40	1.70	.64	.32
April	6,109,322	3.47	1.73	.65	.33
May	6,128,872	3.41	1.70	.64	.32
June	6,292,503	3.27	1.63	.62	.31
July	6,409,426	3.25	1.62	.62	.31
August	6,505,371	3.23	1.61	.61	.31
September	6,641,396	3.15	1.57	.60	.30
October	6,748,815	3.05	1.52	.58	.29
November	7,068,317	2.92	1.45	.55	.28
% Change, Jan.-Nov.	+22.6	—17.8	—18.5	—17.9	—15.2

KFAC STUDIOS

Smith Announces Move

ANNOUNCEMENT of new studios and executive offices for KFAC Los Angeles in the Prudential Bldg., 5773 Wilshire Blvd., was made last week by Calvin J. Smith, KFAC president and general manager.

The station will occupy 6,000 square feet on the ground floor of the building with entrances on both Wilshire Blvd. and the adjacent seven-acre landscaped parking area. Occupancy is slated for about March 15 when alterations, under the direction of architects Welton Becket & Assoc., are completed.

Negotiations preceding the announced move started in early spring with preliminary discussions among E. L. Cord, station's principal stockholder; Harry J. Volk, vice president in charge of western operations for the Prudential Insurance Co., and Mr. Smith.

The new studios will be RCA-equipped throughout, with Ampex model 400 recorders installed in each of the control rooms.

Mr. Smith said that to insure against minor program interruptions, duplicate installments are being made in each of the control rooms and complete facilities will be available for acetate, wire and tape recording.

"Every possible technical improvement is being utilized in keeping with KFAC's avowed and oft-reiterated intention of providing the finest possible reproduction of good music," Mr. Smith said.

The new studios will be located in Los Angeles' Miracle Mile district and six blocks from the new CBS Television City. In the immediate area is Los Angeles' new advertising agency row, housing among others the J. Walter Thompson Co., BBDO, Calkins & Holden, Carlock, McClinton & Smith Inc., Mogge-Privett Inc. and Harrington-Richards.

NEW WFDF HOME

Has AM, TV Facilities

WFDF Flint, 1 kw on 910 kc, which celebrated its 30th year on the air last May, has moved into its new radio center in downtown Flint.

For the past 22 years, WFDF has been operated from the 16th floor of the Mott Foundation Bldg. Now it is the only occupant of three floors in its new home. New quarters afford 25,000 sq. ft. of floor space.

In addition to AM facilities, the radio center boasts a television workshop laboratory for closed circuit television shows. A two-camera chain is being used to present service programs in cooperation with local civic organizations. TV monitors have been installed in the basement for use in connection with these programs. WFDF is an applicant for vhf Ch. 12.

DISCUSSING move of KFAC Los Angeles into Prudential Bldg., that city, are (l to r): Edward F. Baumer, director of public relations, Prudential Insurance Co., Western Home Office, Los Angeles; Mr. Smith, and George T. Wofford Jr., Prudential vice president.

NAAN MEETINGS

Scheduled During January

STEPPING-UP in time allotted and subject coverage for the coming Eastern and Western regional conferences of the National Advertising Agency Network has been announced by the St. Louis national headquarters of the 32-agency, 21-year-old group.

NAAN's Western Region has set Jan. 16-18 for a meeting of agency principals and staff members to be held at Hotel Muehlbach at Kansas City, Mo. Carter Advertising Agency Inc., that city, will be host, and L. E. (Pete) White, president, White Adv. Agency, Tulsa-Oklahoma City, will be chairman.

The group's Eastern Region will meet Jan. 23-25 at Washington's Hotel Statler, with Henry J. Kaufman & Assoc., that city, as host agency. General chairman will be J. M. Henderson, president, Henderson Adv. Agency, Greenville, S. C.

NAAN's seven-man steering committee will hold a quarterly meeting at Kansas City Jan. 15, immediately preceding the Western Region conference. Some 90 to 100 persons are expected at each of the regional conferences, plus principals of several non-member agencies being considered for NAAN membership.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
Extra-Week Oct. 26-Nov. 1, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	10.9
2	You Bet Your Life (NBC)	10.5
3	Charlie McCarthy Show (CBS)	10.3
4	Lux Radio Theatre (CBS)	10.2
5	Amos 'n' Andy	9.3
6	Big Story (NBC)	9.0
7	Great Gildersleeve (NBC)	8.9
8	Our Miss Brooks (CBS)	8.4
9	Philip Morris Playhouse on Broadway (CBS)	8.1
10	Life With Luigi (CBS)	7.4

Copyright 1952 by A. C. Nielsen Co.

REP. EUGENE COX

Was Fiery FCC Critic

FINAL rites were to be held yesterday (Sunday) in Camilla, Ga., for Rep. E. Eugene Cox (D-Ga.), 72, fiery legislator and consistent FCC critic whose 27-year career in the House was ended last Wednesday.

Rep. Cox had entered the Naval Medical Center, Bethesda, Md., last Nov. 30 suffering from a heart condition. He was placed on the "serious" list and failed to rally.

During his legislative career Rep. Cox had risen to a key post on the powerful House Rules Committee. His death came a day after a special House committee, of which he was chairman, had ended an inquiry into subversive infiltration of tax-exempt foundations.

A conservative and Dixiecrat, Rep. Cox in 1943 spearheaded a select committee investigation of the FCC and often had moved to have the agency dissolved.

Shortly after he started a select committee probe of FCC in 1943 the Commission charged that Rep. Cox had accepted a $2,500 fee, in the form of stock, in return for assistance in procuring a station's license. Subsequently Rep. Cox resigned as probe chairman.

Rep. Cox was born in Camilla, Ga., son of Stephen E. and Mary Williams Cox. He got his law degree at Mercer U. in 1902. He was named judge on the Superior Courts of the Albany (Ga.) Circuit. He married Roberta Patterson in 1902. She died in 1916. A daughter, Mary Bennett, survives the union. In 1918 Rep. Cox married Mrs. Grace Pitts Hill, of Cordele, Ga. They had a son, Gene.

LUNCHEON honoring weekly radio series, *Freedom, U. S. A.*, is attended by (l to r) Nathan Alexander of Weightman Inc., agency for Seaboard Container Corp., sponsor of the show on WIP Philadelphia; Yale Mann and Fredric R. Mann, vice president and president, respectively, of Seaboard; Benedict Gimbel Jr., WIP president, and Tyrone Power, star of the *Freedom* show.

DENNIS ELECTED

Is New WTOP Inc. V. P.

ELECTION of Lloyd Dennis, director of program service, as vice president in charge of all programming for WTOP-AM-FM-TV Washington, D. C., was announced last Tuesday by WTOP Inc.

Mr. Dennis

With his new title, Mr. Dennis will continue to supervise program planning and activities for the *Washington Post* - CBS radio-TV properties. He has been with WTOP since June 1937 and director of program service since May 1951.

Mr. Dennis thus joins Clyde Hunt (engineering) and George Hartford (sales) as vice president of WTOP Inc. In radio for the past 14 years, he previously was with WNAC WHDH WBZ in Boston. He went on active duty with the Navy in 1941, returning to WTOP in 1946.

WNDR SUIT

WSYR Challenges Authority

BATTLE lines were being drawn last weekend in the legal fight between WNDR Syracuse and Samuel I. Newhouse, his WSYR-AM-FM-TV Syracuse and his two newspapers in that city.

WNDR on Nov. 24 filed a $1,088,112 damage suit against the Newhouse interests, charging they had "engaged in a combination and conspiracy in unreasonable restraint" of interstate commerce in an effort to put WNDR out of business [B•T, Dec. 1].

Defense attorneys last Monday challenged institution of the damage suit on grounds the action was not authorized by the plaintiff's board of directors.

U. S. District Court Judge Stephen W. Brennan set Dec. 26 (last Friday) for WNDR attorneys to submit affidavits to controvert the defense claim that the directors have not approved the action. The court set today (Monday) for replying affidavits from the defense.

The court said there was no need to proceed with the issue of validity until the WNDR attorney produces or fails to produce authority from the majority of the board of directors.

Harry Cohen

FUNERAL services were held Dec. 17 in Hollywood for Harry Cohen, 52, production coordinator, Paul F. Heard Inc., that city, who died of cancer Dec. 15 at Queen of Angels Hospital. Before he was with the TV film production firm, Mr. Cohen was vice president and general manager of Apex Productions. Surviving are his wife, Marguerite, and a daughter, Irene.

XUM

ALLEN TO ANA

Bristol-Myers V. P. Named

JOSEPH M. ALLEN, vice president in charge of public relations for Bristol-Myers Co., will join the staff of the Assn. of National Advertisers on Jan. 1, ANA President Paul B. West announced last week.

Mr. Allen

"Mr. Allen is recognized as being a leader in the development of radio and television," President West said. "His experience and knowledge of these and other media will be of great value in ANA's continuing program to increase the effectiveness of national advertising through close advertiser-agency-media liaison."

Mr. West said the appointment "will be warmly welcomed by the members of ANA as well as by the many advertising agency and media representatives who have worked closely with Mr. Allen and with the association."

Mr. Allen will work with Lowell McElroy, ANA vice president in charge of media and research.

During his tenure at Bristol-Myers, Mr. Allen has been associated closely with ANA for several years, having served on its radio and TV steering committee, which he headed in 1949, and on the public relations steering committee. He also was a member of the board of Broadcast Measurement Bureau, and has been a member of the board of ANA's radio council.

He joined Bristol-Myers in 1917. Starting in the sales promotion department, he served subsequently as personnel manager, assistant to the president, assistant vice president, and vice president in charge of advertising for all Bristol-Myers products before he became public relations vice president.

FRS APPOINTMENTS

Holt, Anderson Named

THAD HOLT, president of WAPI-WAFM (FM) WAFM-TV Birmingham, Ala., and Robert B. Anderson, stockholder in KVWC Vernon, Tex., were among the appointments announced last week by the Board of Governors of the Federal Reserve System.

Mr. Holt was appointed by the board for a three-year term, beginning Jan. 1, 1953, as director of the Federal Reserve Bank in Birmingham. Mr. Holt is associated in the Birmingham outlets with Ed Norton, himself a former Federal Reserve Board member.

Mr. Anderson, Secretary of the Navy-designate and vice president-director of KVWC, is currently a director of the Federal Reserve Bank in Dallas. He was reappointed by the board and designated a deputy chairman for 1953.

"There he goes again—Stanislaus will have to be put on film."

Drawn for BROADCASTING • TELECASTING by Sid Hix

NBC SALES MEET

Herbert Sets Agenda For Two-Day Sessions

PLANS for NBC's first national sales convention, being held today (Monday) and tomorrow in New York, were announced Friday by John K. Herbert, vice president in charge of radio and television network sales. All NBC network salesmen and sales executives from all NBC offices are slated to attend.

The meeting will open at 9 a.m. with a welcoming address by Mr. Herbert.

Presided over by George H. Frey, vice president and sales director for radio and television, the morning session will include addresses on the recent radio-TV reintegration of NBC by Sylvester L. Weaver Jr., vice president in charge of radio and TV, and Frank White, vice president and general manager of the radio and TV networks.

Also slated are a discussion of the Nielsen Coverage Service and its findings, by Hugh M. Beville Jr., director of research and planning, and Robert Elder, consultant to NBC; and a review of NBC facilities and station relations-sales department cooperation by Station Relations Vice President Harry Bannister, Station Relations Director Sheldon B. Hickox Jr. and Station Relations Manager Thomas E. Knode.

Program Plans

After luncheon, program plans will be outlined by Charles C. Barry, vice president in charge of radio and TV programming; Thomas A. McAvity, national program director; Carl Stanton and John Cleary, respectively television and radio network program managers, and Davidson Taylor, public affairs director. The role of production and facilities in network operations will be outlined by Frederic W. Wile Jr., vice president in charge of radio and TV production.

The Tuesday session will get underway at 8:30 a.m. with a review of engineering developments, their effect on sales, and an examination of uhf and color television by O. B. Hanson, vice president and chief engineer, and Robert E. Shelby, director of color TV systems development.

Robert W. Sarnoff, vice president in charge of the film division, will appraise the future for television films.

Ruddick C. Lawrence, director of promotion, planning and development, and members of his staff will explain the part played by research, sales promotion and other functions of the department in support of sales.

The press department's relation to sales will be presented by Sydney H. Eiges, vice president in charge of press and information.

Fred N. Dodge, merchandising director, similarly will outline his unit's part in sales.

After a final question period, Messrs. Herbert and Frey will make summation reports, followed by adjournment and luncheon.

The Monday session will be held in the Johnny Victor Theatre in RCA Exhibition Hall. Tuesday's will be in NBC board room.

Bymart Names R & R

BYMART Inc., New York (Tintair), names Ruthrauff & Ryan, same city, to handle its advertising. Tintair formerly was handled by Cecil & Presbrey. Account will probably return to use of radio and television.

RINE TO HEAD

New Storer District

WILLIAM E. RINE, managing director of WWVA Wheeling, has been promoted to the post of Northern District vice president of Storer Broadcasting Co., Lee B. Wailes, executive vice president of Storer, announced last week.

Mr. Rine

Mr. Rine's position is a newly-created one and is the result of the consolidation of the Central and Northern districts into one. His promotion will take effect Jan. 1.

Storer properties under Mr. Rine's supervision will include WJBK-AM-TV Detroit; WSPD-AM-TV Toledo; WSAI Cincinnati, WWVA Wheeling, and WMMN Fairmont, W. Va.

Concurrently with his post of managing director of WWVA, Mr. Rine has served as Central District vice president of Storer since July 5, 1951, with supervision of WSAI and WMMN. He joined Storer—then the Fort Industry Co.—in 1932 and was assigned to WWVA. In 1943 he was appointed commercial manager of the station and in 1946, managing director.

Mr. Wailes also announced that Stanton P. Kettler, who was appointed Southern District vice president in 1951, will continue in that position. The Southern District includes Storer stations WAGA-AM-TV Atlanta; WGBS Miami and KEYL (TV) San Antonio. Mr. Kettler also supervises the operations of the *Florida Sun*, a Miami Beach newspaper owned by the Florida Sun Publishing Co., a wholly owned Storer subsidiary.

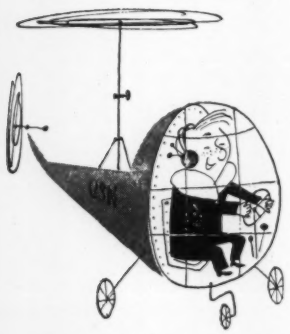
Mr. Kettler

NBC CHICAGO

Unifies Its Radio-TV

NETWORK radio and TV staffs at NBC Chicago were unified last week in line with the overall NBC merger. Edward Hitz, NBC Chicago network sales manager, announced that Harold A. Smith, former TV network advertising and promotion manager, is now Central Division advertising and promotion manager for network radio and television.

William Yonan, former network radio sales service coordinator, is assistant manager of network radio and TV advertising and promotion. Arnold Johnson has been named manager of radio and TV sales service after working as manager of network radio sales service, while Tom Lauer becomes his assistant. He was former TV network sales service manager.

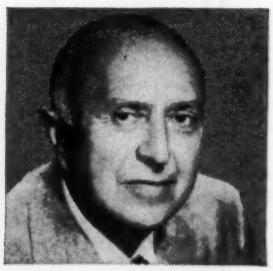


ARTHUR GODFREY couldn't appear in the latest ranking of radio stars—he was busy with another air commitment, flying helicopters in the Naval Reserve. He regularly captures 2 or 3, sometimes 4, of Nielsen's top 29 places.

Jack Benny

Edgar Bergen-Charlie McCarthy

Amos 'n' Andy



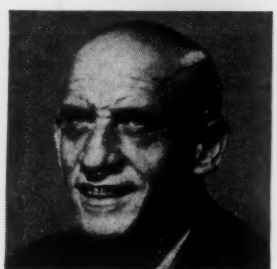
Lux Radio Theatre: Irving Cummings

Guiding Light: Jone Allison

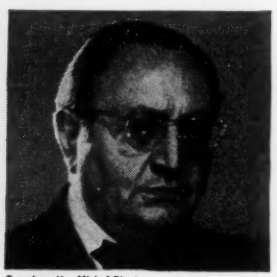
Our Gal Sunday: Vivian Smolen

Romance of Helen Trent: Julie Stevens

Big Sister: Grace Matthews



N.Y. Philharmonic-Symphony: Dimitri Mitropoulos



Symphonette: Mishel Piastro

Stars Over Hollywood: William Lundigan (Oct. 25)

Fun For All: Arlene Francis & Bill Cullen

XUM

Our Miss Brooks: Eve Arden

People are Funny: Art Linkletter

"Club 15": Bob Crosby

Ma Perkins: Virginia Payne

Aunt Jenny: Agnes Young

Perry Mason: John Larkin

Young Dr. Malone: Sandy Becker

This Is Nora Drake: Joan Tompkins

Theatre of Today: Patsy Campbell (Oct. 25)

CBS Radio <u>again</u> delivers 21 of radio's 29 most popular programs (even with Godfrey off flying in the Naval Reserve.)*

These star attractions give CBS Radio advertisers the biggest average audiences in network radio at the lowest cost-per-thousand rate in all advertising.

*According to the latest Nielsen Radio Index summary of the biggest nighttime, weekday, and weekend audiences, Oct. 19-25.

THE CBS RADIO NETWORK

Where Your Customers Listen Most

CBS SIGNS P&G

Partly Offsets Dropped Shows

PROCTER & GAMBLE's projected cutback in evening radio was eased materially last week as the company signed a firm 52-week contract for participation in sponsorship of CBS Radio's three "Power Plan" programs.

Although the order by no means matches P&G's outlay for the two programs it is dropping—the quarter-hour *Beulah* and *Tide Show* strips, also on CBS Radio—it, nevertheless, represents an estimated $750,000 in billings. It was viewed as evidence of continued faith in the sales punch of evening radio.

John Karol, CBS Radio vice president in charge of sales, said, "This move by such a major advertiser is a reaffirmation of faith in a medium — a proven medium — which continues to be the best buy in national advertising. Radio gives sponsors the needed circulation to move products at a lower cost per thousand than any other media."

P&G also sponsors the early-evening quarter-hour newscasts of Lowell Thomas, Monday through Friday, plus seven daytime serials on CBS Radio alone.

The "Power Plan" involves three weekly half-hour shows which are offered to three advertisers. The shows, all scheduled in the 8-8:30 p.m. segment, are *FBI in Peace and War* on Wednesday, *Meet Millie* on Thursday, and *Mr. Keen, Tracer of Lost Persons*, on Friday.

P&G agency on the new contract was Biow Co., New York.

KATYN KILLINGS

FCC, OWI Officials Scored

VERBAL spanking was administered last week to FCC and Office of War Information officials for silencing Polish radio commentators discussing the 1940 Katyn Forest massacre of 5,000 Polish Army officers and civilians during and after the war years by a Select House committee investigating the atrocity. [B•T, Nov. 24].

The committee also said Voice of America failed to utilize available information on the Katyn murders.

Also singled out for censure was Elmer Davis, OWI war-time head and news broadcaster.

Committee, headed by Rep. Ray J. Madden (D-Ind.), was set up in 1951 to investigate the murders, first announced in 1943 by the Germans as a Russian atrocity. This was denied by the Soviets and blamed on the Nazis.

In July, the committee in an interim report fixed the blame on Soviet secret police. Report last week resulted from further investigation of apparent suppression of facts by American officials.

Included was testimony by broadcast station owners and commentators which alleged OWI and FCC officials pressured foreign language stations to tone down anti-Soviet commentators on the Katyn Forest murders [B•T, Nov. 24].

PROMOTION from scout to chief, complete with Indian headdress, is given John C. Cox (c) general manager of Westinghouse Electrical Supply Co., St. Louis, as he marks his 20th year with Westinghouse. Fitting headdress is Ted Huston (l), McCann-Erickson, New York, while Curt Ray, who handles the daily Westinghouse show, *You Can Be Sure*, on KMOX (CBS) St. Louis, observes ceremony.

'CHROMATRON'

Tube Tested for Newsmen

NEW model of the "Chromatron," a color TV tube developed by Chromatic Television Labs. Inc., was demonstrated for newsmen in New York last week.

The tube was tested by use of a series of Kodachrome slides projected on an 18-inch television screen. The closed circuit demonstration used the CBS color television system although company officials said the tube could be used with any of the proposed systems and also for standard black-and-white transmissions.

Richard Hodgson, president of Chromatic, which is a subsidiary of Paramount Pictures Inc., said the tube's cost would be about roughly twice the amount for a black-and-white tube. He reported that similar demonstrations had been held for receiver manufacturers on the East and West Coasts [CLOSED CIRCUIT, Nov. 13].

The company maintains a research laboratory and facilities in Oakland, Calif., where color tubes are being produced on a pilot production basis. The idea for the tube's design was conceived by Dr. Ernest O. Lawrence, director of the radiation laboratory at the U. of California.

The first laboratory model of the tube was displayed at demonstrations last year.

COTTON BOWL SOLD

Philco, Humble Oil Buy

SPONSORSHIP of NBC-AM-TV coverage of the Cotton Bowl football game in Dallas on New Year's Day will be divided among the Philco Corp., Humble Oil Co., Houston, and local advertisers in certain cities, network announced last week.

Philco will present the game on most NBC stations but Humble Oil will sponsor NBC's coverage on network stations in Texas. The network noted that on some NBC radio and TV stations, local sponsors will replace Philco.

SEGAL SPOOFS

NARTB TV Code on Animals

WITH tongue in cheek, Paul Segal, Washington, D. C., attorney, has reminded prospective TV applicants that some things shouldn't happen to a dog—even on television—and suggested they change the script.

In a "dummy" memorandum prepared for applicants, Mr. Segal, a member of the law firm of Segal, Smith & Hennessey, spoofs a minor change incorporated in the Television Code by the NARTB TV Board at its Cat Cay, Fla., meeting [B•T, Dec. 15]. The change urges humane treatment for animals on TV.

Noting the need for a high standard of program content, Mr. Segal suggests "you call your staff together and very carefully go over the program structure contained in your present application, as well as any sample scripts you may have prepared, and make absolutely certain that this new provision . . . is fully complied with."

The code amendment provides that "the use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment."

Bud Pollard

FUNERAL services for Bud Pollard, 56, pioneer screen actor, director and writer, and first president of the Screen Directors Guild, were held last Monday in Culver City, Calif. Mr. Pollard died Dec. 17 in Hollywood. He made his debut as an actor at the age of 15, spending his other years in the industry as actor, writer, film editor and director. He was a founder and first president of SDG; a charter member of Film Editors Local 771, International Alliance of Theatrical & Stage Employes, and a member of the American Guild of Variety Artists and of the Picture Pioneers.

FOURTH BID

For Miami Ch. 7 at FCC

FOURTH TV application for Miami's Ch. 7 was dropped into the hopper at the FCC last week when East Coast Television Inc., group of local businessmen, filed.

Latest application competes with Niles Trammell bid [B•T, Dec. 15] and those of Iowa real estate men Mel Foster and Harold Hoersch, and Florida appliance distributor Jack C. Stein [B•T, Dec. 22].

East Coast Television Inc. is composed of Charles Silvers, aluminum windows, furniture, buliding equipment and machinery wholesaler, president and 30.01% stockholder; D. Richard Mead, real estate and building contractor, vice president and 23.33%; E. Albert Pallot, attorney, secretary and 23.33%; William Atwell Jr., stock broker, treasurer and 23.33%.

Seeking 316 kw with antenna at 439 ft., East Coast estimated construction cost at $643,240; operating cost at $400,000 and revenue at $500,000.

Most interesting of the four applications for the Miami vhf frequency, and the first one filed, is that of Biscayne Television Corp. This comprises Niles Trammell, retiring chairman of NBC [B•T, Dec. 15], as president and 15% stockholder, and combination with 42.5% each of WIOD-*Miami Daily News* (Cox) and WQAM-*Miami Herald* (Knight) interests. The consolidation of the Cox and Knight Ch. 7 individual applications, with Mr. Trammell holding the balance of power, was an attempt to meet the FCC's doubts regarding the amalgamation of two local broadcasters into one TV application.

The Commission in two instances questioned whether such a combination met the requirements of its duopoly regulation. This forbids a single owner from controlling more than one broadcast station in the same market.

RCA SET MODELS

Announces New Line

NEW line of 25 TV receivers was announced last week by H. G. Baker, RCA Victor Home Instruments Dept. vice president. First units have been shipped to distributors, with bulk shipments to start in early January, he said, predicting RCA's set output in 1953 will compare favorably with its best past years.

New TV stations on the air next year will greatly extend market areas and prove a powerful stimulant to public interest in TV, Mr. Baker predicted. Prices are about the same as 1952 models despite higher costs, styling advances and new electronic features. Two types comprise the line—deluxe and regular. Most of the sets have 21-inch tubes. A new 27-inch set is included.

A 16-channel uhf-vhf tuner is announced as optional on all models, interchangeable with vhf-only tuners. Prices range upwards from $199.95.

KFAC MOVES WEST!*

Early '53 move of offices and studios of Station KFAC, The Music Station for Southern California, to Prudential Building in Los Angeles, shown above, was announced this week by President & General Manager Calvin J. Smith.

* Exactly 3.3 Miles!

Audiences are big and business is good at KFAC, the music station in Los Angeles. And sometime in March when construction is completed, under direction of famed West Coast architects Wurdeman & Becket, KFAC moves into smart new studios and offices in the Prudential Building in Prudential Square on Wilshire Boulevard's fabulous Miracle Mile.

Faith in an Idea

The slogan, "The Future Belongs To Those Who Prepare For It" is the property of the Prudential Insurance Company. But KFAC believes in it,

KFAC Manager Smith receives welcome to Prudential Square from V.-P. George T. Wofford, Jr. (right)

too, for it's the story of KFAC today – from an idea that bloomed way back in the thirties. In hectic prewar days when all four network stations were pounding away with chain programs and a dozen locals yacked away all day long between run-of-the-mill records and canned news . . . KFAC raised an eyebrow, cocked an ear, cleared its throat and announced to one and all its now nationally known basic programming policy . . . it proved that it pays to be different and that there's a big exclusive audience for good music . . . and so, KFAC became the Music Station for Southern California, and it still is.

The Big Pay-Off

Today's high ratings prove the big decision in the 30's was right. Now advertisers on KFAC enjoy the lowest-cost-per-thousand listeners among all Los Angeles radio stations, network or local. This in the market in which 19 radio stations and 7 television outlets compete for listeners' time and advertisers' dollars.

Good Neighbors

KFAC's program policy has attracted such well-known advertisers as Owl Drug Stores, Metropolitan Life Insurance Company, Barker Bros., Southern California Gas Company and Southern Counties Gas Company, State Mutual Savings & Loan Assn., Union Pacific Railroad, Crawfords, Inc., Bateman, Eichler & Co., Slavick Jewelry Company and many others of like reputation. These advertisers continue to enjoy the exclusive audience which KFAC offers . . . and count their association in years . . . as many as thirteen.

28 Tons of Music

The world's finest music and leading performers and conductors move to Prudential Square with KFAC. Weighing 28 tons, KFAC's record library has more than enough music to program the station 24 hours a day, for a full year, without duplication.

♪ Every month 49,000 listeners and customers ask at Gas Company offices for regularly issued programs for The Evening Concert now in its 12th year.

♪ A call to Bolling Company offices in New York, Chicago, Boston and San Francisco will bring immediate response on availabilities and rates.

In Southern California
you'll do better with SPOT
and with SPOT in
Southern California you'll get
more for your money
on

KFAC

The Music Station
FOR SOUTHERN CALIFORNIA

represented by THE BOLLING CO., INC.

LOS ANGELES BROADCASTING CO., INC., 645 SO. MARIPOSA AVE., LOS ANGELES 5, CALIF.

RCA UNIT ENTERS
TV Film Distribution

ENTRY of RCA Recorded Program Services into the television film distribution field was announced last week by James P. Davis, manager of the RCA Victor Custom Record Div.

He said RCA Recorded Program Services, which provides radio stations throughout the world with Thesaurus Transcription Library and RCA syndicated shows, has put into motion its plans to distribute a limited number of TV film libraries and syndicated programs. Organization and catalog details will be established after the first of the year, the announcement said.

Asserting the organization will continue to broaden its scope in the radio field, Mr. Davis said the move into TV film distribution was "a natural evolution for RCA Recorded Services, which has an established reputation among radio and television broadcasters as well as nation-wide facilities for distribution and service."

Mr. Davis said, "It is our intention to make available to television stations the same high calibre commerical program material and show packages as we have, year after year, for radio stations. Plans have been finalized for the biggest year in Thesaurus' history from the standpoint of big names and sponsor-selling shows . . . ."

NBC FILM SALES
CBC, Others Buy Shows

CANADIAN Broadcasting Corp. has acquired the one-hour *Hopalong Cassidy Show* from NBC's television film syndication division for telecasting in the Toronto market, Robert W. Sarnoff, vice president in charge of the NBC Film Division announced last week.

Other sales of NBC-TV film properties during the preceding week were listed as including *Hopalong, Dangerous Assignment, Lilli Palmer Show* and *News Review of the Week* to KGNC-TV Amarillo; *Life of Riley* to KRON-TV San Francisco for the Columbia Breweries in the Portland (Ore.) market through How J. Ryan & Sons Agency and *Dangerous Assignment* to WJTV (TV) Jackson, Miss., and to the Advertising Counselors of Seattle Wash., for sponsorship by Hallicrafters TV in the Spokane market.

Indian Completes Study

FCC Chairman Paul A. Walker last week presented a certificate of merit to K. R. Doraswamy Iyengar of the Posts & Telegraph Dept. of the Indian government, for completing a telecommunications course. The study program is sponsored by FCC under the U. S. Point IV Program. This brings to 10 the number of nationals who have completed the course thus far.

FRANK R. DEAKINS (r), Canadian RCA Victor president, presents film of first episode of *Victory at Sea* to Donald Manson, Canadian Broadcasting Corp. general manager. Films will be shown on CBC-TV stations: CBFT (TV) Montreal and CBLT (TV) Toronto. This will be first time a TV program has run simultaneously in three countries: U. S., Canada and England, whose World War II sea victories are depicted in the 26-episode series.

WEEU-TV TARGET
Interim Airing Set February

WEEU-TV Reading, Pa., expects to go on the air in late February with an interim operation of about 2 kw ERP, Mike Hanna, radio and TV consultant for the Hawley Broadcasting Co., licensee, told the Reading Rotary Club on Dec. 16.

Mr. Hanna said tower construction will be complete in a few weeks and that studio facilities expansion is about to begin, including that of executive, sales, programming, traffic and engineering offices. WEEU-TV will be affiliated with NBC-TV, he said.

When its regular transmitter, "the most powerful transmitter made by the General Electric Co.," is delivered next spring, "probably in May," WEEU-TV will go on the air with 240 kw, and "our signal will reach hundreds of thousands of folk in the area," Mr. Hanna said. WEEU-TV is on uhf Ch. 33.

Mr. Hanna told the Rotarians WEEU cameras and microphones will be available to the department heads of "all public services from City Hall across the board." Facilities already have been offered to the area's educators, he said. He said WEEU-TV has pledged mutually cooperative support with city and county civic, trade, religious, agricultural and charitable groups. The station will exploit local artistic talent and will concentrate on local news, drawing upon facilities of the Reading *Eagle* and *Times* newspapers, with which it is affiliated, he said.

Mr. Hanna praised WEEU-TV executives and staff personnel, including: Hawley Quier, president; Thomas E. Martin, general manager; David J. Miller, technical operations director; Harold Shearer, assistant technical director and WEEU chief engineer; K. Richard Creitz, WEEU commercial manager; George Carroll, WEEU program director.

COMMUNITY TV
Asheville Bid Defeated

BID for authority to construct a community TV system in Asheville, N. C., was beaten decisively when the city council turned thumbs down, following three weeks of intensive opposition by broadcasters, dealers, servicemen and TV distributors.

Action was taken in North Carolina city two weeks ago. City council's vote was on third reading of an ordinance which would have permitted Community TV Systems Inc. to use local streets. It was preceded by two favorable votes in prior weeks. Ordinances require three readings in Asheville.

Community TV Systems Inc. is reported to have spent $105,000 constructing tower and antenna atop Beaucatcher Mt., outside Asheville. It planned to spend another $200,000 in wiring in the city. Company is headed by Philadelphian Murray Borken.

Height of controversy was reached when Harold H. Thomas, whose WISE holds CP for uhf Ch. 62, warned he might have to drop his grant if the wired TV system was approved. Local stations WLOS and WSKY are both applicants for vhf Ch. 13.

Coup de grace to wired system's bid apparently was given by Charles H. Crutchfield, WBTV (TV) Charlotte executive vice president, who wrote to leaders of opposition that he had not given the community TV company approval to pick up his station's signals. He said if there was a question of ill effect on regular telecasting he would prohibit such pickups. Community TV System had planned to service Asheville with WBTV signals.

Key to Opposition

Key to broadcasters' opposition was their belief that a wired system would mean little if any national advertising support for local broadcasters when they got on air with TV. It was charged also that some sections of the city might be discriminated against because of the distance from community TV system's lines or because of an inability to pay for service.

Community TV System planned to charge $105 installation fee, plus $39.60 per month for service.

Answer by Community TV System to these charges was that "special interests" opposed its venture.

Campaign pro and con was waged via newspaper stories, newspaper advertisements and broadcasts.

Sidelight on issue which stirred city is that a small community TV system is in operation in the Grove Park area of Asheville. This is run by A. Z. Bridgewater from a master antenna atop Sunset Mt. Mr. Bridgewater did not require council approval because his lines do not use city streets.

be..R-W*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WWNR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

XUM

CHICAGO POLL

(H-A) Readers Oppose NCAA

STRONG OPPOSITION to the NCAA limited television college football program was expressed by fans in the Chicago area in the first four days of a poll by the Chicago *Herald-American* [B•T, Dec. 22], made public last week.

In a *Herald-American* article, sports writer James Enright reported only 3%, totaling 61 of the ballots, favored the limited TV plan espoused by NCAA. Fans supporting unlimited TV numbered 764 (45%); regional TV, 179 (10%), and for payment of a small fee, 723 (42%).

Mr. Enright noted in his article that ballots in the first count were mailed from seven states, Illinois, Michigan, Wisconsin, Iowa, Indiana, Ohio and Missouri.

"Results of this vote are especially important at this time," Mr. Enright commented, "since the poll is being watched by educational leaders and NCAA executives. NCAA will hold its annual convention in Washington next month and the poll results will have a bearing on the television fight."

Mr. Enright urged fans to express "any ideas or opinions not covered by the ballot." He said a study of first ballots showed voters offered various suggestions, including many expressions of willingness to pay a small fee and at the same time favor for the Big Ten plan for regional telecasts of college football games.

Excerpts from Mr. Enright's article also were circulated as a news release by DuMont TV Network, outspoken critic of the NCAA plan.

Miles Buys NBC Slots

MILES LABS., Elkhart, Ind., has bought two time periods of 20 minutes and one of 40 minutes on NBC for special New Year's Eve programming, through Geoffrey Wade Adv., Chicago. Time slots are 10:45 to 11:0 p.m., CST, 11:45 p.m. to 12:05 a.m. and 11:35 p.m. to 12:05 a.m., with the first two aired in the East and Central time zones and the third in Mountain and Pacific areas.

Temper and TV

DENVERITES take their television seriously, judging from news reports from the first city to receive post-freeze TV. On Dec. 21 one man shot himself to death after an argument with his wife and a second was in "fair" condition after being stabbed by his wife as the result of a quarrel. The stabbing victim and his wife were arguing over which TV program they should watch. The second man killed himself in remorse after striking his wife when she insisted he leave his TV set and come to dinner.

IN ceremony at Altantic City's Ritz Carlton Hotel, contract is signed for John E. Pearson Television Inc., to represent WFPG-TV Atlantic City. At signing were (seated, l to r) John E. Pearson, head of station representative firm; Fred Weber, WFPG-AM-FM-TV president, and Richard Teitlebaum, WFPG-AM-FM-TV treasurer and director; rear row, Pearson's Bill Wilson, vice president; Raymond Henz, account executive, and Russell Walker, vice president.

KROY, WTTM SALES

FCC Approves Transactions

TRANSFER of control of KROY Sacramento, Calif., and WTTM Trenton, N. J., received FCC approval last Tuesday.

KROY was purchased for $425,000 by six Californians headed by C. L. McCarthy, general manager of KGO San Francisco [B•T, Nov. 24]. New ownership is incorporated as KROY Inc., with Mr. McCarthy as 32% stockholder and president. He becomes general manager.

Selling the 250 w basic CBS affiliate on 1240 kc were Mrs. Hattie Harm, who also owns KARM Fresno, Calif., and Clyde F. Coombs, KARM general manager.

Sale of WTTM from S. Carl Mark to Peoples Broadcasting Corp. for $225,000 was approved. Peoples is licensee of WOL-AM-FM Washington and WRFD Worthington, Ohio, Columbus suburb. WTTM operates on 920 kc with 1 kw power.

Files for Bankruptcy

WM. H. WISE Co., publishing house, filed voluntary bankruptcy proceedings in Federal Court in New York last week, with an offer eventually to pay its debts in full. The court allowed the company to continue in business until further order. Firm placed radio spot announcements through Huber Hoge & Sons and Thwing & Altman, New York agencies. The Hoge agency placed only about $2,000 worth during the year, an executive told BROADCASTING • TELECASTING. The amount owed the other agency was not revealed.

CBS Signs Consolidated

CONSOLIDATED Cosmetics, Chicago (Lanolin-Plus), has signed effective Jan. 5 for sponsorship of simulcasts of two weekly quarter-hours of Arthur Godfrey's morning program on CBS Radio and CBS-TV.

Greetings From Korea

GREETINGS of Korean soldiers were tape-recorded by the Voice of America and broadcast all over the world Christmas Day. The messages were recorded weeks in advance by VOA reporter Irwin Fox and sent to the U. S. and foreign countries represented in the Allied Korean fighting force.

NEW HOUSEHOLDS

Downward Trend Forecast

A GENERALLY downward trend in the formation of new households and families is indicated for the 1950-60 decade, according to the U. S. Census Bureau. Bureau gives a projection of the probable future course of family statistics.

The number of households totaled 43,468,000 in March 1950, when the decennial census was taken, with 35,925,000 married couples and a total of 39,193,000 families. By 1960, the bureau estimated, the number of households will reach between 47,985,000 and 52,402,000; number of married couples between 38,356,000 and 41,286,000; number of families between 42,862,000 and 46,158,000.

Growth in number of households during the 1950s is likely to depend much less on the number of marriages than it did during the 1940s because many of the persons reaching the age of marriage during the present decade were born during the 1930s when birth rates were low, according to the bureau.

Expected numbers of family units of other types in 1955 and 1960 and a statement of methods used in arriving at the numbers are described in a report titled, "Projections of the Number of Households and Families: 1955 and 1960."

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

SEWING UP SALES

on Sewing Machines

There's nothing new in the radio "mystery tune" idea; nothing new in offering prizes to listeners who name instrumental numbers played over the air. BUT WOC PUT SOMETHING NEW INTO THIS OLD IDEA WHEN $172.50 SPENT ON SUCH BROADCASTS PRODUCED *$7,570.00 In Sales* for Home Vacuum Store.

This Davenport appliance firm uses a daily 5-minute "Mystery Tune" format, six days a week, to promote the sales of a sewing machine it carries.

The week of November 17, one-hundred-and-fifty WOC listeners won gift certificates for correctly naming masked melodies played on Home Vacuum's broadcasts. This firm obtained appointments with 76 of these winners; *sold 44 of them sewing machines which retail for $167.50 each.*

WOC has a host of success stories proving its effectiveness as a low-cost advertising medium. Get further facts from your nearby Free & Peters office—or from WOC *direct.*

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM • FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WJVA'S STATUS

Renewal and Transfer Favored

REQUEST for transfer of control of WJVA South Bend, Ind., and for license renewal is favored in an initial decision handed down by FCC Hearing Examiner J. D. Bond. Station operates with 250 w daytime on 1580 kc. The case involved reporting deficiencies when the application for a CP was filed in November 1946.

Licensee is St. Joseph Valley Broadcasting Co., which filed an application for license renewal on April 28, 1948. WJVA has continued to operate since May 1 that year on extended license authority pending disposition of the request. In February 1950 application was submitted for transfer of control, which the Commission set for hearing on issues relating to possible unauthorized transfer of stock.

In his initial decision, examiner Bond said successive ownership, control and management changes, apart from non-compliance with reporting requirements involving stock changes, "effected progressive improvements" in organization and personnel stability. He cited the "conscientious and capable" efforts of the present management to maintain "a broadcast service of established value and benefit to the commercial and cultural and civic interests" of its listeners.

AFTRA STRIKES *Against WGN and WLS In Chicago*

FOR the first time in its 15-year Chicago history, the American Federation of Television and Radio Artists struck two stations last week. The walkout came after months of stalemated negotiations.

The stations are WGN-AM-TV, owned by the *Chicago Tribune* and affiliated, respectively, with Mutual and DuMont, and WLS, owned by the Agricultural Broadcasting Co. and affiliated part-time with ABC.

Strike was called at midnight last Monday by AFTRA executives after authorization by members, following earlier sessions with management in which representatives of both WLS and WGN Inc. broke off negotiations.

All other key stations in the city completed their agreements and were ready to sign new contracts last week. They are NBC's WMAQ (AM) and WNBQ (TV), ABC's WENR (AM) and WENR-TV, and CBS-owned WBBM (AM) and CBS-affiliated WBKB (TV), owned by Balaban & Katz.

WLS declined to comment on final terms because of money, primarily, while WGN Inc. agreed to the financial demands but objected to several contract stipulations and to fringe benefits incorporated into AFTRA's petition for contract revision.

AFTRA seeks $150 weekly as a base for staff announcers. WLS is understood to have agreed to $145, but wants separate negotiation and classification because it operates on a half-day schedule and does not have any television affiliation. WGN Inc. has agreed to the $150 rate, but wants to cancel clauses respecting fringe benefits such as sick pay.

A WLS spokesman said "the only important difference between us and the union arises out of the adamant insistence of AFTRA that we must sign the same identical contract which they have offered to those major radio stations in Chicago which either own or are affiliated with television stations."

He said:

WLS, which is on the air only half of each day, believes it should be obvious to everyone, including the union and its members, that its problems in operating and maintaining a station, whose sole interest is radio and the future of the radio broadcasting industry, have little or nothing in common with those companies who have their major stakes involved in television. When the union is willing to give recognition to this important problem of ours, we are sure that this strike will be ended promptly.

WLS maintained its regular broadcast schedule, taking the air at 5 a.m. Tuesday with supervisory personnel.

Operation Continued

WGN-AM-TV continued to operate substantially on its regular schedule, with WGN broadcasting without any serious break although WGN-TV took the air at 10:30 a.m. instead of its usual 9 a.m.

Department managers and other supervisory personnel replaced staff announcers and freelance talent, working throughout the day and night on both stations from sign-on Tuesday morning.

WGN disagrees with five points. It "under no circumstances will force our newscasters to become union members," said Frank P. Schreiber, general manager of WGN Inc. "We feel very strongly that anyone connected with news should be completely independent and unbiased to assure freedom of speech and freedom of the press."

AFTRA wants to unionize newscasters, not commentators, with newscasters more strictly defined in new contracts as announcers reading straight news copy. Commentators are classed as air men who express their own opinions or who editorialize.

A second point of disagreement was the station's rejection of a check-off system in which the company would deduct union dues from paychecks of members. The union said this is customary and was suggested by the membership to simplify collection and payment.

A "major issue" to which WGN would not agree was "granting retroactive pay on all radio contracts to Nov. 1 and on all television contracts on Dec. 1, the expiration dates." AFTRA's stand is that any contract, when renewed, is renewable to the time the earlier one expired.

The union sought to introduce unlimited severance pay, with AFTRA members getting one week's pay for every year of service and no provision for a maximum. The stations want to continue giving severance at their own discretion, the same policy it wants to continue respecting sick leave payments. The union wants a standardized system of sick leave benefits, with payment from the first week.

Frank P. Schreiber, in commenting on the AFTRA strike, said WGN Inc. has agreed to "substantial pay increases." He said:

Under the tentative agreement reached with the unions, staff announcers were to receive a basic wage of $150 for a 40-hour week, plus additional amounts to be paid for each television program on which an announcer appeared and all radio commercial programs in excess of 12 15-minute shows per week or the equivalent thereof. Freelance television performers were to receive a 10% increase in fees. The salaries of our staff announcers range from $10,000 to $60,000 per year. The increases which we agreed upon would in some cases double this income.

upcoming

1953

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

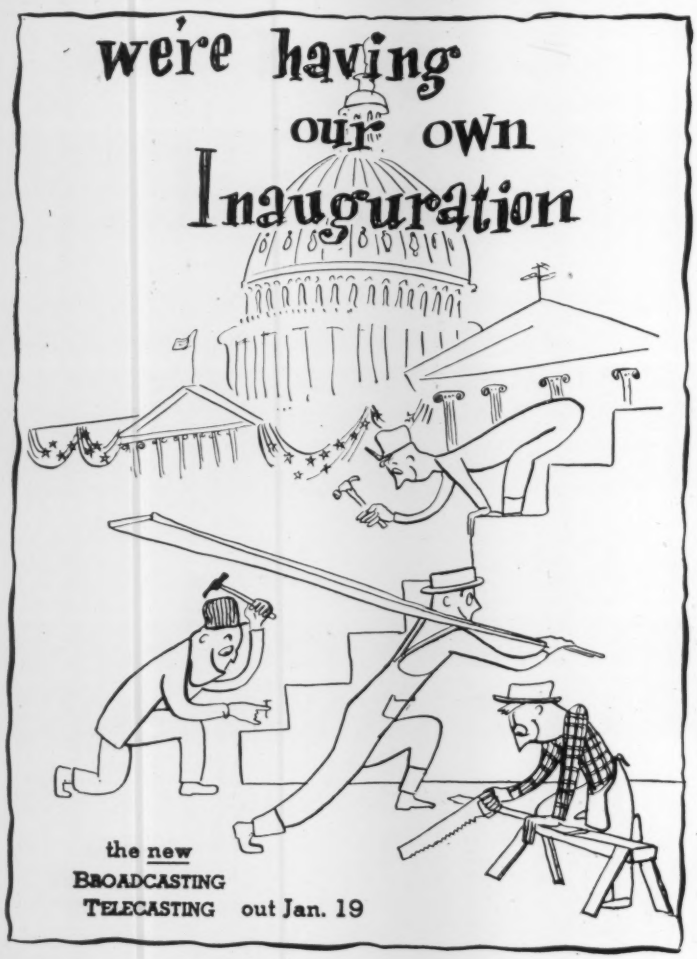
Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.



For Equipment
above and beyond
the usual standards

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

S
AD

WHEN YOU BUY WCKY YOU BUY *SELLING* POWER

50,000 watts of it that covers the rich Cincinnati Trading Area, and a big bonus in outside coverage.

WHEN YOU BUY WCKY YOU GET A *BUYING* AUDIENCE

(and a Big One)...

An audience that is loyal and responsive to the persuasive selling of our Disc Jockeys Nelson King, Marty Roberts, Rex Dale, Leo Underhill and Paul Miller

WCKY . . . ON THE AIR EVERYWHERE • TWENTY-

XUM

SELL

DVERTISE ON WCKY

WHY DON'T YOU DO AS HUNDREDS OF NATIONAL AND LOCAL ADVERTISERS HAVE DONE?

WHY DON'T YOU LET WCKY *SELL* FOR YOU IN THE RICH CINCINNATI MARKET?

YOU'LL BE SURPRISED AT THE BIG *SELLING* JOB WCKY CAN DO FOR YOU ON A LOW BUDGET.

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND IN SELLING WATTS

WCKY

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

editorial

Theme for '53

A COMMON theme runs through the special articles which William B. Lewis, president of Kenyon & Eckhardt, and Rodney Erickson, manager of the radio-TV department of Young & Rubicam, wrote for this issue and which we hope you have read by the time you come to this.

The point stressed by Messrs. Lewis and Erickson is that 1953 will be the year of the hard sell. The advertiser and his agency will be bent on achieving what Mr. Lewis describes as the prime function of advertising—"to make somebody want to buy and impel them to the purchase." As applied to the use of radio and television, according to Mr. Erickson, this principle means that from now on the agency radio-TV department will consider that "entertainment is secondary to the sell."

There is a lesson here for radio and television broadcasters. Hard sellers are also hard buyers. The advertiser and agency that are determined to get the most out of their advertising investments are going to look very carefully at the kinds of advertising they buy. Quite obviously, 1953 is not going to be a happy year for the radio or television station that cannot do a little hard selling of its own. Not much time will be bought on anything approaching speculation.

Probably a lot of things contributed to shape the present attitudes of advertisers and agencies, but certainly no other factor was more important than television. TV made advertisers cost-conscious. It rendered the offhand, emotional media purchase obsolete, though not until after some of the most emotional media purchases in history had been made on TV itself and after a wholly emotional buyers' strike against radio.

In the long run, we believe that if advertisers and their agencies consider advertising realistically, radio and television are bound to advance. If their customers seriously tackle the job of using radio and TV efficiently, radio and TV of necessity will assist and indeed assume the leadership in the job. The truth is that not until quite recently did broadcasters make really determined efforts to get the most out of their own medium.

William Ryan, president of BAB, makes that point in his article which also appears in this issue. The methods he urges to increase local advertising are no less useful in increasing regional and national business too.

Similarly with television. As J. Leonard Reinsch, managing director of the Cox stations, explains, also in this issue, the TV station can do more than it has to provide advertising within the means of local businesses.

If 1953 is to be the year of the hard sell, it is also to be a year in which the general business efficiency of both radio and television will be improved. By now television has outgrown its early role of be-all and end-all of advertising media and has been identified for what it really is, an expensive but tremendously productive medium. Radio not only is still alive but growing.

The audience trends forecast by Arthur C. Nielsen in this issue show that both radio and television have the technical capacity to reach the American public. In 1953, it seems apparent, both the users and proprietors of these media will be making a critical effort to put these incomparable technical advantages to effective work.

Looking Toward '56

THE 1952 Presidential campaign is all-but-forgotten. The accent is now on where we do go from here.

One organization, however, is unwilling to forget the "numerous and grave" charges made against newspapers, radio, television and magazines alleging bias in the campaign coverage. That is Sigma Delta Chi, the national professional journalistic fraternity. A strong committee has been named by President Lee Hills to ascertain whether a survey of the news coverage is feasible and can be financed. If the answer is favorable, the second step will be made to undertake the survey, to prove the truth or falsity of the allegations.

Two important editors have inveighed against such a survey, describing it as "tommyrot" and "snooping." We think the charges should not go unanswered. If the news disseminating media—or any of them—were unfair, they should know about it, and take corrective steps four years hence. As we see it, the newspapers and the newsmagazines are principally on the spot. Radio and television have no editorial pages. The allegations against them have been directed toward balance in time allotments as between the candidates or spokesmen in their behalf, and the allocation of more advantageous time to one candidate or the other.

But all media are suspect under the indictments of the political spokesmen. The survey, in our view, should be made.

We assume that the SDX committee will explore prospects of financing the survey as one of its first orders of business. The Ford Foundation the other day announced establishment of an independent organization called "The Fund for the Republic" to espouse elimination of restrictions on freedom of thought, inquiry and expression in the United States.

Certainly, the proposed SDX survey—if it is determined feasible—falls within the purview of this new endowment. It could become the credo for news coverage of the 1956 Presidential campaign.

Damned If They Didn't

SOMETHING really new in network-affiliate relationships was added a fortnight ago. NBC reached an agreement with 41 organized TV-affiliates on a new compensation formula. It came after eight months of exploration and negotiation. Both sides exuded happiness. Neither got exactly what it wanted.

The agreement was reached after the affiliates, through a committee, had sat down with a committee representing the network and had frankly examined their business affairs. They projected their operations into the future. And, without stirring up their customers on "dollar matters," reached an amicable compromise.

This is a departure from the hell-raising rump sessions of other years, when affiliates would get together and solemnly resolve to do this or that, only to return home with nothing accomplished until the next hell-raising meeting.

Walter Damm, WTMJ-TV Milwaukee, who organized the affiliates, said this is the greatest thing of its kind he had seen. He should know because he's been around the business of broadcasting almost since Genesis. It was a revelation too, to NBC President Joseph H. McConnell, who, in his three years at the network helm, hasn't found it all sweetness and light.

This brand of cooperation, wherein business men approach their problems on a business basis, could be emulated to advantage in all segments of the broadcast business.

our respects to:

ROBERT CHARLES MEEKER

QUESTION for broadcasters with thinning hairlines and thickening waistlines: What ever became of the orchestra leader, Bobby Meeker?

You might have danced to his orchestra during the torrid twenties or the trembling thirties —especially if you were in the vicinity of the Plantation Night Club in Houston, Tex.

Mr. Meeker still hangs his hat in Houston but now is president and general manager of KCOH, 1 kw daytimer on 1430 kc.

"I used to play the notes—now, I pay them," Mr. Meeker says.

From 1945 to 1948, Mr. Meeker played at the Plantation. All Houston enjoyed his danceable rhythms, including a certain William A. Smith, banker, railroad construction boss, oil operator and philanthropist.

It so happened this Mr. Smith also owned a radio station and was in search of a manager whose music programming ideas meshed with his own. He found that man in Bobby Meeker.

Mr. Meeker began forming his music ideas at an early age. He started with piano but, in his own words, "failed because I couldn't make my left hand work." He then switched to the violin and succeeded—as his 20 years of band-leading will attest.

While attending Senn High School in Chicago, he began serious playing with the Junior Symphony there. Student Meeker loved music but his parents wanted him to be a chemical engineer. So at the U. of Chicago, he majored in chemistry. Upon being graduated, however, Mr. Meeker faced the immediate prospect of making a living. A benevolent fate landed him a job on a well-paying basis.

After playing with several bands, Mr. Meeker received an emergency call from Edgar Benson, who had to have a band at Chicago's Drake Hotel. The call came on a Wednesday; the band had to be ready that Friday.

Mr. Meeker still remembers that opening. "I was so nervous that on the first number I dropped the bow," he recalls.

However, he picked up the bow and remained at the Drake for three years. Since that shaky opening, Mr. Meeker played on such stations as KWK St. Louis, WGN Chicago, KOA Denver, KDKA Pittsburgh, WLW Cincinnati, KMOX St. Louis and WBBM Chicago.

Subsequently, he certainly was no stranger to radio when Mr. Smith approached him with that offer.

Together, Messrs. Meeker and Smith have been pioneering in programming "serious" music for Houstonians. No hillbilly music is

(Continued on page 64)

NATION'S R.F.D.'s HONOR RADIO WOW'S HANSEN

"Bring me men . . .
with empires in their purpose
and new eras in their brains . . ."
—Sam Walter Foss

Many honors have come to Mal Hansen, WOW's alert, young Farm Service Director. His latest tops them all. It's about the highest honor attainable by a member of his profession!

Mal has been elected president of The National Association of Radio Farm Directors.

More than 200 of Mal's fellow R. F. D.s chose him as *their leader*. They chose him because they recognize him as a great national leader in farm radio.

The NARFD honor proves Mal commands respect of his fellow men—just as he does among the thousands of farm families who listen daily to his "Farm Service Reporter", in WOW-Land, "The Richest Part of God's Great Green World".

Mal's commercial messages command respect, too. His listeners believe him, seek his advice.

Mal personally directs every activity of WOW's Farm Service Department. WOW management backs him up with a fine staff, aggressive promotion and merchandising.

Mal's newest honor—his presidency of the NARFD—means greater prestige, greater values, for every Radio WOW advertiser.

RADIO STATION

Frank P. Fogarty
General Manager

WOW

Bill Wiseman
Sales Manager

OMAHA, NEBRASKA

590 KC * NBC * 5000 WATTS

A MEREDITH STATION * REPRESENTED BY JOHN BLAIR & CO.

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING — EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Lorillard Monday Morning Headlines (328)	"	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (201)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	Affairs of Peter Salem	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (202)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (199)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Green Walter Winchell (225)	Hall Brothers Hallmark Playhouse (193)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (323)	"	"	"
9:30	Melody Highway S	Escape	TBA	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT
10:15	Gloria Parker Show S	10:05-30 L'gines Whitmauer Choraliers (157) R	"	"
10:30	Science Editor S	UN Report	"	Meet the Press
10:45	Looking Into Space S	Thinking Out Loud	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	Junior Miss (143)	Dinner Date S	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164) off 1/16	Gabriel Heatter	Miles Labs News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (102)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (192)	The Falcon	AA of RR's Railroad Hour (192)
	Field & Stream S	"	"	"
	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
	"	"	"	"
	Jazz Beat S	Lever Brothers Lux Radio Theatre (182)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (165) R
	"	"	"	"
	Solo Soliloquy S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
	"	"	"	"
	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (183)	A. F. of L. Frank Edwards (157)	Music by Mantovani S
	Dream Harbor S	"	Tex Fletcher Trio	"
	Lawrence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (183)	Dance Orchestra	Int. Collsoetion John Cameron Swayze (196)
	"	Cedric Adams Sonotone (155)	"	Al Goodman's Orchestra 10:35-11
	The Playboys S	Three Suns News	Co-op Bankhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	(Junior Miss) (143)	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	Mindy Carson	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
	Defense Attorney S	Mars Inc. People Are Funny (182)	That Hamner Guy	duPont Co. Cavalcade of America (166)
	"	"	"	"
	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (202) R	(Co-op) High Adventure	Red Skelton * OT
	"	"	"	"
	Co-op Town Meeting	Wrigley Life with Luigi (190)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
	"	"	"	"
	"	R. J. Reynolds My Friend Irma (183)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
	Chr. S. Publ. Co. Irwin D. Canham (29)	"	"	"
	News of Tomorrow S	C-P-P, L.Parson 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
	Dream Harbor S	CBS-Columbia Doris Day 10:05-10:30 (75)	Falstaff Thompson & His Valley Boys	"
	The Embers (See Footnote)	Ford-Trout 10-10:35 Cedric Adams 10:35-45	Dance Orchestra	Int. Collsoetion John Cameron Swayze (196)
	"	Three Suns	"	Miller Brewing First Nighter(118) 10:35-11
	The Playboys S	News	Co-op Bankhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (129)
	"	Cook Interviews Asia
	"	No Service
	"	P&G–Ivory Lowell Thomas (106) R
	Co-op Headline Edition	Beulah
	Co-op Elmer Davis	(Junior Miss) (1-3)
	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164) off 1/16
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
	Sterling Mystery Theatre (325)	Ene-Sent Bowne FBI in Peace & War (199)
	"	"
	Life Begins At 80 S	Chesebrough Dr. Christian (184) R
	"	"
	Co-op Mr. President	Philip Morris Playhouse (192)
	"	"
	Co-op Crossfire	J. Montenier What's My Line (125)
	"	"
	News of Tomorrow S	The Lineup
	Dream Harbor S	"
	Latin Quarter Orchestra S (see footnote)	Ford-Trout Cedric Adams
	"	Dance Orchestra
	The Playboys S	News
	Sports Report S	Dance Orchestra

BROADCASTING — DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Duty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith in Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) SpL
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Middle East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Youth Wants to Know
1:15	"		Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	O-Cedar Corp. Break'ast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
	"	"	"	Thy Neighbor's Voice
	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
	Sterling Drug My True Story (212)	Snow Crop Fr. Sardines Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Frigidaire-Owens-Corning Godfrey (192) R	Mutual Music Box	"
	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (183) R	Co-op Take a Number	Campbell Double or Nothing (147)
	Seeman Bros When A Girl Marries (Tu-Th) (201)	Pillsbury Arthur Godfrey (192) R	"	"
	Live Like A Millionaire S	National Biscuit Arthur Godfrey (192) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
	"	Liggett & Myers Arthur Godfrey (202) R	"	"
	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu & Th Quaker	C-P-P Bob & Ray (183)
	Toni & Seeman (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (142)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (139)
	Prudential (See Footnote) The Jack Berch Show (258)	General Foods Wendy Warren (156)	Miles Labs Curt Massey Time	No Network Service
	Valentine S	Lever Bros. Aunt Jenny (145)	Johnson & Son News (12:15-12:25)	"
	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (182)	News Headlines	"
	Not in Service	Whitehall Our Gal Sunday (176)	Faith In Our Time	"
	Co-op Paul Harvey	P&G Ivory Big Sister (153)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	"	No Service	"	
	"	"	"	Mind Your Manners
	"	Garden Gate Milner, Robt. O. Lewis (104)	"	"
	"	Galen Drake	Miscellaneous Program S	Archie Andrews S
	"	Super Noodle Show I. J. Grass (56)	"	"
	Ralston Space Patrol (294)	Let's Pretend	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Eddie Fisher Show S	Cream of Wheat Gran Central Station *(157)	Coast Guard Cadets on Parade	My Secret Story
	"	"	"	"
	Payroll Party S	Cannon Mills Give & Take (153)	TBA	Hollywood Love Story S
	" (see footnote)	"	"	"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (139)	Quaker Man on the Farm	News (12-12:05)
	"	"	"	Luncheon with Buster Crabbe (12:05-12:30) S
	American Farmer S	Carnation, Stars Over Hollywood (168)	5th Army Band	Coffee in Washington
	"	"	"	"
	Navy Hour S	Youl Fun For All (187)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)
	"	"	"	"

[blank]

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Story (221)
5:45 PM	"

XUM

ESDAY

MBS	NBC
Repeat of Kid Strips	No network service
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Men's Corner	No Network Service
Gabriel Heatter	Miles Labs News of World (168)
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Crime Files of Flamond	R. J. Reynolds Walk A Mile (179)
"	"
"	Kraft Gildersleeve (160)
(Co-op) Crime Fighters	"
"	"
Family Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)
"	"
Co-op Off and On The Record	Amer. Cig. & Cig. Big Story (191)
"	"
A. F. of L. Frank Edwards (157)	Jason & the Golden Fleece
Zeb Carver's Orchestra	"
Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
"	Dangerous Assignment *M-M, 10:35-11
Co-op Baukhage Talking	No Network Service
U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network Service
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	Junior Miss (143)	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Mindy Carson	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
The Top Guy S	E-S & Bowne Meet Millie (199)	Official Detective	General Foods Roy Rogers (162)
"	"	"	" News 8:25
Heritage! S	On Stage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
TBA	Andrew Jergens Romance (110)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (166)
"	"	"	"
Michael Shayne S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Cantor Show S
"	"	"	"
News of Tomorrow S	Amer. Tob. Horace Heidt (200)	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *
Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"
The Embers (See Footnote)	Ford-Trout Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
"	"	"	Jane Pickens Show 10:35-11 Co-op
The Playboys S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
Co-op Elmer Davis	Junior Miss (143)	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164) off 1/16	Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Toni Co. A Crime Letter From Dan Dodge (327)	E-S & Bowne Mr Keen (199)	Movie Quiz	TBA
"	"	"	"
This Is Your FBI S	Yours Truly Johnny Dollar	(Co-op) True or False	Name that Tune S
"	"	"	"
Adventures of Ozzie & Harriet Lambert & Holyoke (325) (alt. sponsors)	Mr. Chameleon	Great Day Show	Best Plays
"	"	"	"
Electric Cos. Meet Curtiss Archer (325)	TBA	Co-op Off and On The Record	"
"	"	"	"
Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (157)	Hy Gardner Calling
"	"	Falstaff Thompson & His Valley Boys	Words in the Night
"	Ford-Trout Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
News of Tomorrow S (See Footnote)	"	"	Radio City Previews 10:35-10:45 Pro and Con
The Playboys S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC
Faith For the Future S	UN on the Record	"	H. V. Kaltenborn MM
Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra
Labor-Management S	Larry LeSueur News	Preston Sellers	"
"	Broadway Is My Beat	Co-op Al Heifer	"
Women In Uniform S	"	Report From The Pentagon	"
Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	The Forty Million
"	"	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ray
"	"	20 Questions S	"
"	GF-Post Cereal Tarzan (150) R	Take a Number	Reuben, Reuben
"	"	"	"
"	General Foods Grapenuts Gangbusters (158) R	U.S. Marine Band	Poe Wee King S
"	"	"	"
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
"	"	"	"
Saturday at Shamrock S	TBA	Chicago Theatre of the Air S	Dude Ranch Jamboree
"	"	"	"
Perspective	Country Style	"	M. Willson's Music Room S
"	"	"	"
News S	News	News	News from NBC
Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier News

TIME

SUNDAY

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour
"	"	"
Willys-Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air
"	"	"
"	Top Tunes with Trendler	Elmo Roper
"	"	Sunday News Desk
"	Musical Program	Mutual Bcn. H&A On the Line w Considine (183)
"	"	Critic at Large
Biggie-King Size America Calling (39)	Under Arrest	The Chase S
"	"	"
Quiz Kids	TBA 4:30-4:55	TBA
"	4:55 Viek News	"
*Cedric Adams	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)
Kingan Arthur Godfrey Roundtable (102)	"	"
"	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
Admiral Robt. Trout *(192)	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op News Merrill Mueller S
"	P&G Duz Guiding Light (157)	"	Wesson Oil Dr. Paul (81)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (161)	2:25 Johnson & Son, News	Jane Pickens MM
Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (190)	MWF Sustaining Tu&Th Poquet Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (160)	No Network Service	Kukla Fran & Ollie Inside News 2:55
"	Miles Labs Hilltop House (143) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
Toni Co. (128)	Pillsbury House Party (184) R*	"	P&G Road of Life (163)
"	Lever, Kellogg Houseparty * (175) R	"	P&G Pepper Young (166)
"	Quaker *A. Jamina (117)	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	Genera. Foods Grady Cole (40)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5 Lucky U Ranch	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Melinee	"	Sterling Drug Stella Dallas (151)
" (See Footnote)	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
Jack Owens Show S	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)
Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (139)
"	"	5:30-5:55 M-W-F Ke logg	C-P-P Lorenzo Jones (191) eff. 1/5/53
(See Footnote)	Miles Labs Curt Massey Time (149) R	Wild Bill Hickok Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (155)	Sylvan Levin's Music Meeting	U. S. Army Band S
"	"	"	"
Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (122)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
"	"	"	"
"	Report From Overseas	Bandstand USA	"
"	Adventures in Science	3:25 Johnson News	"
"	Farm News Co-op	Sports Parade	"
"	Correspondents Scratchpad	"	"
"	The Chicagoan	Salute to the Nation	TBA
"	"	"	"
"	Cross Section U.S.A.	Mac McGuire Show	"
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
"	Saturday at the Chase	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

8:55-9 a.m., 2:30-2:35 pm., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).

ABC
11:55-12 Noon, EST, Sat., ABC Late News, S.
5:55-6 p.m., M-F, Finnegan's Sports Show (8).
5:45-5:55 p.m., M-F, Ronnie Kemper.
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
7:55-8 p.m., EST, M-F, Police Blotter (sustain)
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40).
11:00-11:05 a.m., Sat., Campana, Shadel (188)
1:55-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:30-3:45 p.m., Tu. & F., Kellogg Co., House Party.
3:55-4 p.m., M-F Toni Co. It Happens Every Day (157).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183).
11:30-11:35 a.m., Sun., Bill Shadel (8)
*3:15-30 p.m., M-Thur., Pillbury Mills, House Party (167)
3:15-3:30 p.m., Fri., Green Giant, House Party (170).
3:50-4 p.m., M-F., Quaker Oats, Aunt Jemima, Home Folks (115).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)

ON A SUNDAY AFTERNOON
String Sernada, 2:30-3 p.m.; Galaxy of Hits; 3-3:45 p.m.; Main Street, Music Hall, 3:45-4 p.m.; Band of the Day, 4-4:30 p.m.

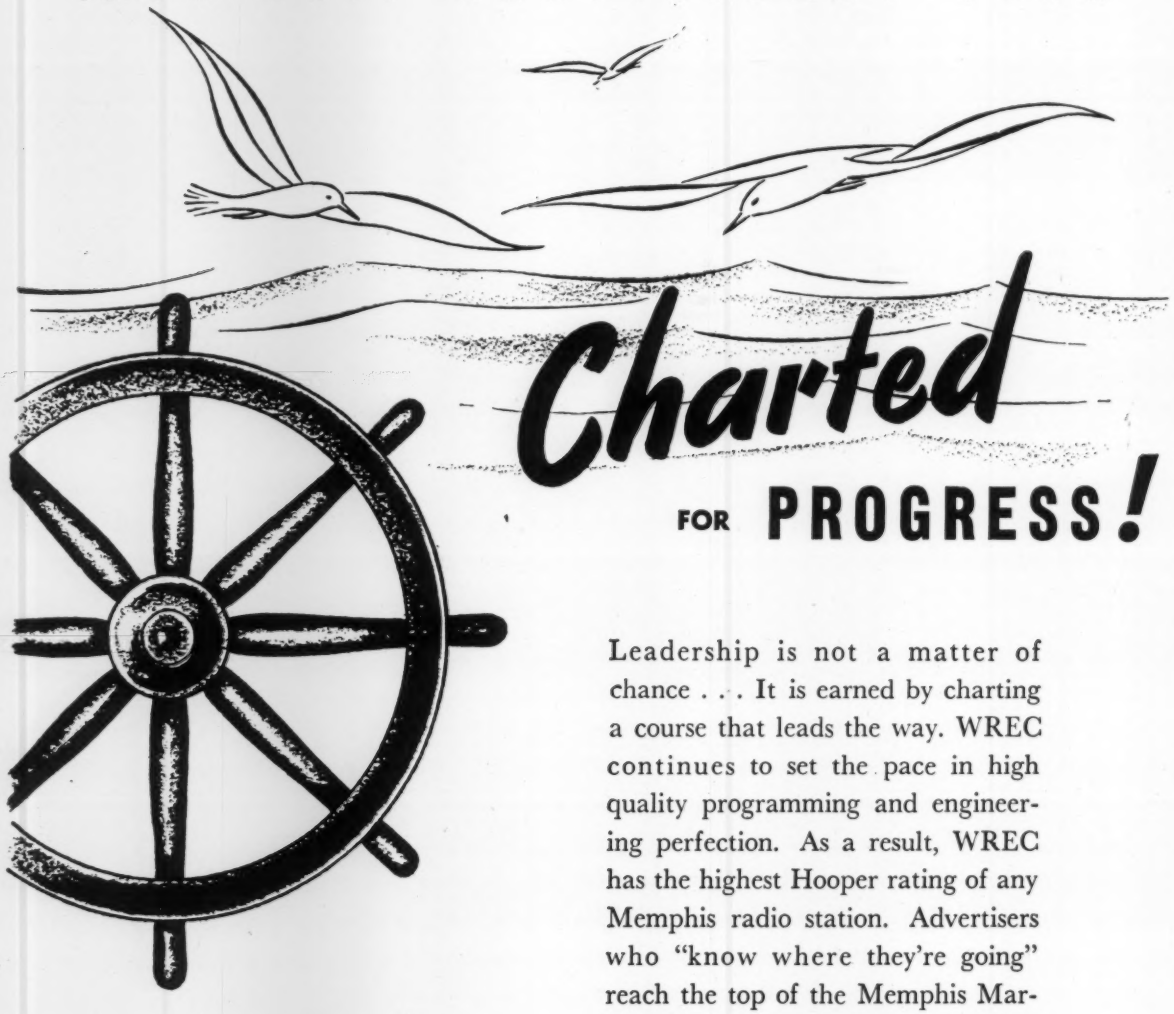
MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
12:25-12:30 p.m., Mon.-Fri., News-Sustaining.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug. & Son, Inc.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
December 29, 1952

XUM

OUR 30th ANNIVERSARY YEAR



Charted FOR PROGRESS!

Leadership is not a matter of chance . . . It is earned by charting a course that leads the way. WREC continues to set the pace in high quality programming and engineering perfection. As a result, WREC has the highest Hooper rating of any Memphis radio station. Advertisers who "know where they're going" reach the top of the Memphis Market with regular schedules on WREC. And, the fact that the rate per thousand listeners is 10% *less* than in 1946 is something else you will appreciate.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

WREC

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

POSTWAR RADIOS

RTMA Head Reports 100 Million Made

OVER 100 million radio receivers have been manufactured since World War II, more than four times the number of TV sets, according to A. D. Plamondon Jr., president of Radio-Television Mfrs. Assn.

All previous production records for the radio-TV electronics industry were broken in 1952, demonstrating the industry has the capacity to fulfill both national defense and consumer demands, he said.

Dollar volume of set sales and military production exceeded any past year but neither set sales nor military production alone reached previous peaks, according to Mr. Plamondon. Sales of radio-TV receivers, replacement parts, set accessories, and transmitting, communications and audio equipment exceeded $1.5 billion at the factory level. Deliveries of electronic equipment and components to the armed services were around $2.5 billion.

This $4 billion total exceeded the wartime peak of $3.5 billion. The peacetime record of $1.9 billion was set in 1950.

Mr. Plamondon said the production record was made possible by plant expansion since outbreak of the war in Korea and early adoption of conservation techniques which greatly reduced consumption of scarce metals.

Among principal developments in 1952 was lifting of the FCC freeze on TV stations after 3½ years, he said.

"The effect of this FCC action was immediate," Mr. Plamondon said, "although only a handful of new TV stations could possibly get on the air by the end of the year. The Commission acted with remarkable alacrity in issuing construction permits to applicants for uncontested channels. As a consequence the first new vhf station began operating in Denver on July 19.

Portland Success

"The past year marked the introduction of uhf, or ultra high frequency television, which will in time probably surpass vhf in the number of stations on the air. Uhf made a successful debut in Portland, Ore., on Sept. 20 and was found to be equal to vhf in most respects and perhaps superior in its freedom from interference. While uhf's entry into established vhf areas, except perhaps where there are only one or two vhf stations, probably will be slower, its spread over new territory heretofore unreached by TV will be rapid.

"With the opening of these new TV markets and others of smaller size, the radio-television industry entered the second stage of its phenomenal growth since World War II. It is difficult to forecast accurately how many new TV stations will go on the air in 1953, but it is not unlikely that by the end of the year the nation may have about 200 TV stations operating as compared with 108 during the TV 'freeze.'

"Perhaps no other industry in America of comparable size is in the enviable position of ours in having virgin markets in a large portion of the U.S. While television has been available to about 60% of the nation's population for several years, 40% of the population and much more than half of the area of the U.S. have been deprived up to recently of this new medium of entertainment and information.

"Yet despite this handicap of a limited sales area, the industry has produced 23 million television receivers of which at least 20.5 million are in service. The American public has spent more than $8 billion in purchasing and installing these sets.

"No other great product of American industry has established itself as a virtual necessity of the American home in such a short time. It took the automobile industry 25 years or more to do what television has done in five. Even in an allied field, it took ten years to manufacture and sell an equal number of radios.

"The industry's best years and possibly greatest expansion are still ahead.

"It is not unreasonable to assume that this country will have 50 million TV sets in use within another five years and that, thereafter, the replacement markets alone will require production almost as great as at present. Moreover, television is getting underway in many other countries, especially in the Latin Americas, and U. S. manufacturers will have a large share in supplying these new foreign markets.

"While television receivers have revealed remarkable ruggedness, considering their highly complex character, steady improvements in performance and larger screen sizes are already proving tremendous sales appeals to present TV set owners. Trade-ins or second sets will become more commonplace in 1953 and subsequent years.

"Amid all the excitement over television it is easy to overlook the steady production and sales of radio receivers. Even in its best years, television set production has not equaled that of radios in the number of units although, due to the price differential, the dollar volume of TV has been three to four times that of radio.

"Most of the increase in radio set ownership has been in the field of outdoor listening—auto sets and portables—as more than 95% of American homes had radios by the beginning of World War II. However, new designs and colors in table models and the popularity of the clock radio, as well as a steady interest in radio-phonographs, have kept the radio receiver market active even among home sets."

CANADIAN OUTPUT

RTMAC Sets 375,000 Goal

CANADIAN manufacturers expect to produce about 375,000 television receivers in 1953, and expect sales to be more than 300,000, as more Canadian TV stations are built in the coming year. This is the unofficial forecast of the Radio-Television Mfrs. Assn. of Canada.

Sales of TV receivers in November totalled 25,431 units, a new monthly high. Value of these sets was placed at $10,932,198. This brings total TV set sales for 11 months of 1952 to 119,271, valued at $53,153,672. TV sets now are hard to obtain in Canada. Manufacturers showed an inventory at the end of November of only 4,828 sets. Total sales of TV receivers in Canada since start of production to the end of November was 197,709. Of these 115,393 are in the Toronto - Hamilton - Niagara Falls area, 48,256 are in the Windsor area (opposite Detroit), 30,882 are in Montreal, and about 3,000 are in the Vancouver area. Total sales of AM and FM receivers and phonograph combinations for the first 10 months of 1952 were 402,320 units, of which the greatest number were priced under $30.

Alfred H. Saxton, engineering executive, and Gordon Strang, construction superintendent, NBC Western Div., have been inducted into the network's 25-year Club.

TV Ad Dollars

(Continued from page 28)

vertisers spending more than $25,000 for TV network time, MAB reported that there were 126 such advertisers in the final half of 1950, of whom 25 or 19.8% had dropped out of network TV by the following year, but were more than replaced by 82 new companies, making a total of 183 for the latter half of 1951.

In the first part of 1951 there were 163 advertisers spending $25,000 or more for TV network time. Of these, 45 or 27.6% had discontinued use of the medium by the initial six months of 1952, while 53 new companies were added, making a total of 171 users of network television in the first half of 1952.

Comparing the two analyses shows, MAB pointed out, that the drop-out rate among TV network clients rose from 19.8% (second half of 1950 to like period of 1951) to 27.6% (first half of 1951 to first half of 1952); that the number of new clients concurrently decreased from 82 (second six months of 1950 to 1951) to 53 (first half of 1951 to 1952); that the total number of network TV clients dropped from 183 in the second half of 1951 to 171 in the first half of 1952. It is noted, however, that many of the companies dropping network TV have shifted to TV spot campaigns, so their total TV expenditures may be as large as before.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ABOUT 25% OF ALL

SALES

MADE IN VIRGINIA

ARE TO

WDBJ LISTENERS

WDBJ

Established 1924 • CBS Since 1929

AM • 5000 WATTS • 960 KC

FM • 41,000 WATTS • 94.9 MC

ROANOKE, VA.

Owned and Operated by the TIMES WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

'52 Events Reviewed by Sarnoff

(Continued from page 28)

techniques have been applied. Industrial television will perform important services in manufacturing plants, in aviation, transportation and navigation, in business offices, department stores, and wherever seeing, counting, sorting and controlling are essential.

"There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment."

Electronics for Defense

While latest electronics developments for defense cannot be discussed, for security reasons, Gen. Sarnoff said "it may be observed, however, that electronics is one of the most important building stones in that technology," and that "radar, robot planes, airborne television, electronically controlled missiles and other devices now are vital elements in our military plans."

Reporting on progress in research, he said that the tiny transistor, developed in work in the field of "electronics of solids," is "a master key to the continuing expansion of electronics."

"In their practical application," he continued, "transistors are of particular significance wherever electronic apparatus is used. Because they detect, amplify, oscillate, and generate electric currents, as do electron tubes, they are of vital importance in communications, radio and television. They will also prove to be highly useful in many other fields.

"Recognizing the great potentialities of transistors, RCA research men and engineers are developing them for mass production and are studying the multiplicity of new applications they make possible in both military and commercial fields. Such applications appear endless. One example is the electronic computer which in some of its advanced forms now requires thousands of electron tubes. Eventual substitution of transistors will permit machines of greater versatility and utility, as well as reducing their size and the power consumed."

Gen. Sarnoff called attention to the demonstration of experimental transistor achievements which RCA presented in November as a "progress report" [B•T, Nov. 24]. He said "transistors will supplement, not supplant, the electron tube," and that, "in fact, the market for electron tubes may increase under the impact of commercial transistors."

Gen. Sarnoff said, "The U. S. is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country. Here, private enterprise and freedom in research and invention, in engineering, production and service are the lifeblood of progress.

"These competing organizations, through their individual efforts, give the U. S. pre-eminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship.

"The finest radio-television instruments and services in the world, and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great country."

PEABODY AWARDS

Entry Deadline Set Jan. 14

ENTRIES for the George Foster Peabody Radio and Television Awards will be accepted until Jan. 14, Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, said last week. Winners for 1952 will be announced next spring at a meeting of the Radio Executives Club of New York.

Radio awards are made for public service by a regional and by a local station, news reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards are made for work in education, entertainment, news and children's programs. Winners are chosen by an advisory board of 14 headed by Edward Weeks, editor of *Atlantic Monthly* magazine.

RCA'S UHFS

Development Told

RCA's 1 kw uhf transmitters, the first of which were delivered to four TV grantees the weekend of Dec. 19 [B•T, Dec. 22], are the result of extensive development which began in 1949, shortly after the laboratory model was shipped to the RCA-NBC experimental uhf TV station in Bridgeport.

"Equipment designed for vhf television cannot be used for the uhf channels," T. A. Smith, assistant manager of RCA Engineering Products Dept., explained last week.

This meant not only complete design, development and production of commercial uhf transmitters; it also meant starting from scratch on production of new types of antennas, transmission lines, filters and diplexing equipment, and other requirements for the new ultra-high-frequency service.

Since every new station is assigned a given frequency channel, television transmitter production assumes some of the aspects of custom engineering. Before leaving the RCA factory, each equipment must undergo an extensive program of tuning and testing. The antenna system must be similarly tuned and tested to see that it is matched with other station equipment before shipment.

How the commercial transmitter Type TTU-1B differs from the laboratory model (now used by KPTV (TV) Portland, Ore.), was detailed as follows:

It has a completely new tube complement and uses only one output tube, new Type 6181, an air-cooled tetrode developed especially for this model by the RCA Tube Dept. in Lancaster. The new transmitter also employs a newly developed crystal oscillator unit, with a reported stability five times greater than that of the one used in the laboratory model. A new-type stacked Class B video modulator with negative feed-back is also incorporated in the new model. This uses a small, newly-developed RCA 6146 beam tube.

The uhf transmitters have a new, especially designed feed system and transmission line. They also use a newly developed filterplexer. This unit is a combination of the sideband filter and the notch diplexer used on the experimental transmitter, to combine the video and audio portions of the transmitter output to feed them into a single transmission line.

Television Center
KMTV
Omaha, Nebraska
is pleased to announce
the appointment of
EDWARD PETRY & CO., INC.
exclusive national
representatives
effective January 1, 1953

CHANNEL 3 KmTV CBS ABC DUMONT
MAY BROADCASTING COMPANY
OMAHA, NEBRASKA

GATES QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON TEXAS	TEL ATWOOD 8536
WASHINGTON D. C.	TEL METROPOLITAN 0322
MONTREAL QUE.	TEL ATLANTIC 9441
NEW YORK CITY	TEL MURRAY HILL 9 0200

XUM

DECEMBER 29, 1952

TELECASTING

IN THIS ISSUE:

Dozen More TV Grants
Page 51

Uhf Service Speeds
Page 51

Newest Bid For TV
Page 52

Latest Set Count By Markets
Page 56

in our 8th year

More MERCHANDISING ASSISTANCE...

...and MORE of everything else!

WICU TV
THE ERIE DISPATCH STATION
ERIE, PA.

WIKK
ERIE, PA. - 5,000 WATTS

WTOD
1000 WATTS
TOLEDO, OHIO

Channel 6
WTVN TV
COLUMBUS OHIO

WHOO
ORLANDO, FLA.
10,000 WATTS

★ RADIO
★ TV
★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WTOD—Toledo, O.—Headley-Reed Co.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

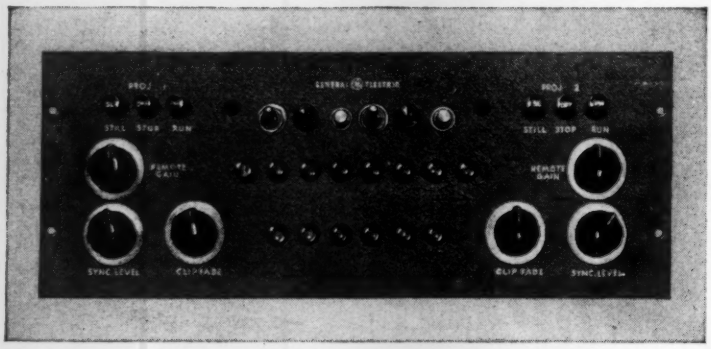
TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

...w amplifier to boost

...General Sales Manager of Transocean Air Lines, far left, supervises equipment loading at Oakland, Calif. Transocean used four planes on this special assignment.

New Low Cost TV Switching Combination Announced



A new Video Switching Panel, type TC-39A shown above, has just been announced by General Electric at Electronics Park. This Panel is being acclaimed for its simplicity, compactness and low cost, the design being especially adapted to the requirements of the smaller television stations.

The unit provides Video Program Switching for 6 picture signals as well as separate selection for preview monitoring, program output and news. Additional facilities include remote control for two stabilizing amplifiers, two film projectors and two slide projectors.

When used with the new BC-15A Audio Switching Panel, simultaneous or separate audio and video switching is achieved. This audio panel includes four mixers—allowing as many as seven inputs, a master gain control, VU meter, monitor selector and monitor level control. The audio panel may also be used to extend the facilities of the more comprehensive BC-11A Studio Console.

LIMITING AMPLIFIERS USED EXTENSIVELY

Nearly 500 AM stations throughout the country are now using G-E Limiting Amplifiers. This moderately priced piece of broadcasting equipment gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise. The G-E Limiting Amplifier helps prevent aural distortion on TV receivers, helps TV stations meet competitive modulation levels.

Among the many satisfied stations now using the Limiting Amplifier is Station KGON, Oregon City, Ore. Chief engineer Ed Saxe recently wrote, "We made a very careful survey of circuitry and theory behind its operation and after selection of two BA-5-A models, found the amplifier performed even better than anticipated."

After three years of operation, Saxe found, "... the G-E Limiting Amplifier delivers—even without faithful checking—for periods as long as 9 months."

J. H. Douglas

J. H. Douglas

Mr. Douglas, as representative of the Southwestern District for G.E.'s Electronics Department, is responsible for the sale of products of the G.E. Transmitter Division in Arkansas, New Mexico, Oklahoma and Texas. His headquarters are at the Dallas offices of General Electric.

He has been with the company since graduation from Iowa State College in 1942. First in the test department, he was later named a radio electronic field engineer. A native of Emerson, Iowa, Mr. Douglas belongs to the I.R.E. and the Dallas Electric Club.

GENERAL ELECTRIC

TELECASTING

DECEMBER 29, 1952

DOZEN NEW TV GRANTS

Open Way for Vhf in Ida., Nev.

BRINGING television for the first time to Idaho and Nevada through vhf grants to Boise and Reno, FCC last week further pushed processing of uncontested new-station applications and issued a dozen construction permits—three vhf and nine uhf.

Two uhf permits went to Pittsburgh, where the sole operating outlet is WDTV (TV) on vhf Ch. 2, and another uhf permit went to Buffalo, N.Y., where WBEN-TV operates on vhf Ch. 4. Buffalo earlier was given two uhf permits, one commercial and one educational.

The Commission also approved an increase in the effective radiated power of an existing station, KSTP-TV Minneapolis on vhf Ch. 5, from 24.7 kw visual and 17.3 kw aural to 100 kw visual and 60 kw aural. This is the second power boost to the Twin Cities, the FCC Broadcast Bureau earlier granting WCCO-TV on vhf Ch. 4 an increase in ERP from 17.9 kw visual and 9.2 kw aural to 100 kw visual and 50 kw aural [B•T, Dec. 22].

New station processing last week pushed Commission action down the Group A line to Reno, city No. 148. Buffalo, city No. 181 on the Group B list, is as far as the Commission went a fortnight ago in awarding a commercial uhf permit there.

Stress on A Group

Concentration of FCC attention to the Group A line, cities now not having service, was seen by Washington observers as indicating that the Commission continues to be seeking to "clean up" the uncontested requests in those cities as soon as possible—perhaps virtually all by the time Congress convenes and the new Republican Administration takes office.

Total number of post-thaw construction permits stands at 169 with last week's actions. Ten of the total are noncommercial, educational authorizations. Total number of TV stations authorized in the U.S. now is 277. Of this number, 122 are on the air.

The new station permits issued last week were:

Muskegon, Mich. (City priority Group A-2, No. 83)—Versluis Radio and Television Inc. (WLAV Grand Rapids), granted uhf Ch. 35, effective radiated power 270 kw visual and 140 kw aural, antenna height above average terrain 970 ft.

Meridian, Miss. (Group A-2, No. 101) — Mississippi Broadcasting Co. (WCOC), granted uhf Ch. 30, ERP 210 kw visual and 110 kw aural, antenna 500 ft.

Lafayette, Ind. (Group A-2, No. 128) —WFAM Inc. (WFAM-FM), granted uhf Ch. 59, ERP 20 kw visual and 10.5 kw aural, antenna 360 ft.

Bakersfield, Calif. (Group A-2, No. 132) — Bakersfield Broadcasting Co. (KAFY), granted uhf Ch. 29, ERP 20.5 kw visual and 11 kw aural, antenna 460 ft.

Lawton, Okla. (Group A-2, No. 133) —Oklahoma Quality Broadcasting Co. (KSWO), granted vhf Ch. 7, ERP 10 kw visual and 5 kw aural, antenna 540 ft.

Boise, Idaho (Group A-2, No. 135)— KIDO Inc. (KIDO), granted vhf Ch. 7, ERP 51 kw visual and 26 kw aural, antenna 80 ft.

Watertown, N. Y. (Group A-2, No. 136) — The Brockway Co. (WWNY), granted uhf Ch. 48, ERP 185 kw visual and 100 kw aural, antenna 570 ft.

Neenah, Wis. (Appleton, Wis., Group A-2, No. 139) — Neenah-Menasha Broadcasting Co., granted uhf Ch. 42, ERP 15.5 kw visual and 8.3 kw aural, antenna 290 ft.

Reno, Nev. (Group A-2, No. 148)— Nevada Radio-Television Inc. (KWRM), granted vhf Ch. 8, ERP 3 kw visual and 1.5 kw aural, antenna minus 440 ft.

Pittsburgh (Group B-4, No. 180)— J. Frank Gallaher, Loren Berry and Ronald B. Woodyard, partnership, granted uhf Ch. 47, ERP 230 kw visual and 120 kw aural, antenna 480 ft. Operating: WDTV (TV), vhf Ch. 2.

Pittsburgh (Group B-4, No. 180) — Telecasting Co. of Pittsburgh, granted uhf Ch. 16, ERP 89 kw visual and

(Continued on page 58)

LOUIS G. BALTIMORE (l), owner, WBRE-TV Wilkes-Barre, Pa., and A. R. Hopkins, general sales manager, RCA Engineering Products Dept., are on hand as uhf equipment is loaded for shipment from the RCA Victor Div. plant in Camden, N. J. Other stations receiving transmitters are WSBT-TV South Bend; WSBA-TV York, Pa., and WFPG-TV Atlantic City.

UHF SERVICE SPEEDS

In Four Cities

WITHIN 48 hours following delivery of RCA's first four uhf TV transmitters [B•T, Dec. 22], three cities began receiving uhf TV signals and a fourth was preparing to begin transmission today (Monday) or tomorrow.

The three cities—first to put uhf broadcasts on the air since KPTV (TV) Portland, Ore., began last September—were Atlantic City, N. J., York, Pa., and South Bend, Ind. Wilkes-Barre, Pa., was hoping to get its station on the air today or tomorrow.

On full-scale commercial operation is WFPG-TV Atlantic City, which began regular telecasting at 10.45 p.m. Dec. 21, following a successful test pattern broadcast at 8:12 p.m. that day.

WSBA-TV York put a test pattern on the air at 2:06 a.m. Dec. 21, and followed this with a limited number of network and commercial programs. Full commercial operation is scheduled in York Jan. 1.

Out in South Bend, WSBT-TV put on a test pattern at 11:50 p.m. Dec. 21. Regular commercial operation began at 7 p.m. Dec. 22, with two hours a night programming since then.

With the way cleared by New Jersey State Police, WFPG-TV got its transmitter at 4:15 p.m. Dec. 19, according to President Fred Weber. Video test pattern went out from the station's 458-ft. antenna at 3 p.m. Dec. 20, but the transmitter began failing later that day, Mr. Weber said. For the next 28 hours, RCA officials, including Lester Lapin, uhf transmitter design engineer, worked to get the 20-kw signal on the air and at 8:12 p.m. Dec. 21, a Ch. 46 video and aural test pattern was transmitted from the WFPG-TV antenna, Mr. Weber said. At 10:45 p.m. that day the station's dedication began, with a *Philco TV Playhouse* kinescope of "The Gift" as the first commercial program, Mr. Weber reported.

Regular schedule runs 1-5 p.m., test patterns; 5 p.m. sign-off for programs from all four networks, Mr. Weber announced. Station is linked by AT&T microwave from Philadelphia. Local originations are programmed from a Telop and two 16mm film projectors. Camera chains for local live pickups are due this spring, Mr. Weber said. Charge is $150 for one-time, Class A hour program, and $20 for an announcement.

Ninety miles from the RCA factory at Camden, WSBA-TV York, Pa., received its transmitter at 7 o'clock Friday night (Dec. 19), according to Vice President Walter J. Rothensies. Mr. Rothensies said that a test pattern went out over the air at 2:06 a.m. Dec. 21, and continued for a time with slides, film and live camera shots of personnel working on the installation. A limited number of network and local commercial programs are being carried by WSBA-TV, said Mr. Rothensies, but full commercial operation has not been scheduled before Jan. 1.

The York Ch. 43 station is putting out 20 kw from its 550-ft. antenna. Rate of $200 for one-hour one-time Class A program has been set, with $37.50 for announcements. Affiliation contracts have been

(Continued on page 77)

television grants and applications

Digest of Those Filed with FCC Dec. 19 Through Dec. 24

Grants Since April 14:

	VHF	UHF	Total
Commercial	45	114	159
Educational	2	8	10
Total	47	122	169
Commercial television stations on the air	119[1]	4	123[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	654	323	549	427	977[2]
Educational	19	...	5	14	19
Total	673	323	554	441	996[3]

[2] One applicant did not specify channel.

[3] Includes 169 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 148.
Processing on city priority status Gr. B-4 line has extended to city number 181.

NEW STATION GRANTS

Listed by States

BAKERSFIELD, Calif. — Bakersfield Bcstg. Co. (KAFY). Granted uhf Ch 29 (560-566 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 460 ft., above ground 297.75 ft. Estimated construction cost $210,083, first year operating cost $300,000, revenue $350,000. Post Office address P.O. Box 1432, Bakersfield, Calif. Studio and transmitter location North end of Sterling Rd. in East Bakersfield. Geographic coordinates 35° 23′ 52″ N. Lat., 118° 55′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include President **George Crome** (33⅓%), Vice Presidents **Geneva Anderson** and **Rosalie C. Anderson,** executrices of the estate of Herman Anderson, deceased (16⅔%), Secretary - Treasurer **R. F. Harlow** (33⅓%) and General Manager **Sheldon Anderson** (16⅔%). [For application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 132.

BOISE, Idaho — KIDO Inc. (KIDO). Granted vhf Ch. 7 (174-180 mc); ERP 51 kw visual, 26 kw aural; antenna height above average terrain 80 ft., above ground 387 ft. Engineering condition. Estimated construction cost $189,018, first year operating cost $91,300, revenue $120,000. Post Office address Chamber of Commerce Bldg., 709 Idaho St., Boise. Studio and transmitter location 0.2 mi. NNW of Crestline Drive. Geographic coordinates 43° 37′ 50″ N. Lat., 116° 10′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include president **Georgia M. Davidson** (93.1%), Vice President **Walter E. Wagstaff** (6.9%), and **Secretary-Treasurer Oscar W. Worthwine.** [For application, see TV Applications, B•T, June 30.] City priority status: Gr. A-2, No. 135.

LAFAYETTE Ind. — WFAM Inc. (WFAM[FM]). Granted uhf Ch. 59 (740-746 mc), ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 360 ft. Engineering conditions. Estimated construction cost $158,700, first year operating cost $75,000, revenue $75,000. Studio and transmitter location on McCarty Lane, Lafayette. 40° 23′ 40″ N. Lat., 86° 50′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Guilford Jameson, Washington. Engineer Harry C. Garba, WASK and WFAM (FM) Lafayette. Applicant is licensee of WASK and WFAM (FM) Lafayette. Sole owner is **O. E. Richardson,** who has no other business interests. Post Office address McCarty Lane, Lafayette, Ind. [For application, see TV Applications, B•T, June 2.] City priority status: Gr. A-2, No. 128.

MUSKEGON, Mich. — Versluis Radio & Television Inc. Granted uhf Ch. 35 (596-602 mc); ERP 269 kw visual, 137 kw aural; antenna height above average terrain 972 ft., above ground 842 ft. Engineering condition. Estimated construction cost $293,385, first year operating cost $225,000, revenue $258,322. Post office address 6 Fountain St., N. E., Grand Rapids, Mich. Studio location to be determined. Transmitter location at intersection of Wilson St. and 16th Ave., 2 mi. East of Conklin. Geographic coordinates 43° 07′ 58″ N. Lat., 85° 48′ 52″ W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Lee G. Stevens. Sole owner is **Leonard A. Versluis,** president of Versluis Radio & Television Inc., owner of Special Services Co. and 50% owner of Versluis Studios. He is former licensee of WLAV - AM - TV Grand Rapids, Mich. Commission adopted memorandum opinion and order dismissing petition filed by Music Broadcasting Corp. (WGRD), Grand Rapids, Mich., on Sept. 19, requesting that Versluis application be designated for hearing. [For application, see TV Applications, B•T, July 28.] City priority status: Gr. A-2, No. 83.

MERIDIAN, Miss.—Mississippi Bcstg. Co. (WCOC). Granted uhf Ch. 30 (566-572 mc); ERP 210 kw visual, 110 kw aural; antenna height above average terrain 500 ft. Estimated construction cost $139,050, first year operating cost $185,000. Post office address P. O. Box 591, Meridian, Miss. Transmitter location about 2 mi. south of Meridian on U. S. 45. Geographic coordinates 32° 19′ 40″ N. Lat., 88° 41′ 28″ W. Long. Transmitter GE, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer F. O. Grimwood & Co., St. Louis. Principals include President and Secretary **D. W. Gavin** (75%), general manager, and Vice President **Mrs. R. S. Gavin** (25%). Applicant also is licensee of WJQS Jackson, WMBC Macon and WACR Columbus, all in Mississippi, and publishes *Clark County Tribune* (Quitman, Miss.) and *Meridian* (Miss.) *Record.* City priority status: A-2, No. 101.

RENO, Nev.—Nevada Radio-TV Inc. (KWRM). Granted vhf Ch. 8 (180-186 mc); ERP 3 kw visual, 1.5 kw aural; antenna height above average terrain —440 ft., above ground 217 ft. Engineering conditions. Estimated construction cost $160,720, first year operating cost $104,400, revenue $132,000. Post office address Riverside Hotel, Reno. Studio location 19 S. Virginia St. Transmitter location East 2nd St., ¼ mi. E. of Kistoke Lake. Geographic coordinates 39° 31′ 45″ N. Lat., 119° 47′ 03″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals include President **Kenyon Brown** (50%), 20% owner of the Rowley-Brown Bcstg. Co., licensee of KEPO El Paso, Tex., KWFT-AM-FM Wichita Falls, Tex.; Secretary-Treasurer **Donald W. Reynolds** (50%), president and 66⅔% owner of Southwest Publishing Co., licensee of KFSA-AM-FM Fort Smith, Ark. [For application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 148.

BUFFALO, N. Y. — Buffalo-Niagara Television Corp. Granted uhf Ch. 59 (740-746 mc); ERP 91 kw visual, 51 kw aural; antenna height above average terrain 410 ft., above ground 430 ft. Estimated construction cost $200,000, first year operating cost $150,000. Post office address Ellicott Square Bldg., Buffalo, N. Y. Transmitter location 391 Washington St. Geographic coordinates 42° 53′ 05.4″ N. Lat., 78° 52′ 21.4″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Frank J. Delaney, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Charles R. Diebold** (33⅓%), banking; Vice President **Joseph Davis** (33⅓%), heating and refrigeration contractor, and Secretary-Treasurer **Vincent M. Gaughan** (33⅓%), attorney. City priority status: Gr. B-4, No. 181.

WATERTOWN, N. Y.—The Brockway Co. (WWNY). Granted uhf Ch. 48 (674-680 mc); ERP 185 kw visual, 100 kw aural; antenna height above average terrain 570 ft., above ground 362 ft. Estimated construction cost $285,000, first year operating cost $150,000, revenue $150,000. Post office address 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location Rutland Ctr. Rd., 3.6 mi. East of Watertown. Geographic coordinates 43° 57′ 23″ N. Lat., 75° 50′ 28″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **John B. Johnson** (1.8%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.6%). Applicant also is licensee of WMSA-AM-FM Massena, N. Y., and publishes *Watertown Daily Times.* [For application, see TV Applications, B•T, June 23.] City priority status: Gr. A-2, No. 136.

LAWTON, Okla. — Oklahoma Quality Bcstg. Co. Granted vhf Ch. 7 (174-180 mc), ERP 10 kw visual, 5 kw aural; antenna height above average terrain 540 ft., above ground 520 ft. Estimated construction cost $175,000, first year operating cost $78,000, revenue $90,000. Studio and transmitter location four miles East of Lawton. Geographic coordinates 35° 35′ 31″ N. Lat., 98° 19′ 08″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton, Okla. Applicant is licensee of KSWO Lawton. Partners include **R. H. Drewry** (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; **T. R. Warkentin** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **R. P. Scott** (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; **J. R. Montgomery** (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and **Dr. G. G. Downing, M.D.** (4%), 3% owner of KRHD. [For application, see TV Applications, B•T, May 26.] City priority status: Gr. A-2, No. 133.

PITTSBURGH, Pa.—J. Frank Gallaher, Loren Berry and **Ronald B. Woodyard.** Granted uhf Ch. 47 (668-674 mc); ERP 230 kw visual, 120 kw aural; antenna height above average terrain 480 ft., above ground 391 ft. Engineering condition. Estimated construction cost $259,800, first year operating cost $200,000, revenue $250,000. Post office address 5 South Jefferson St., Dayton, Ohio. Studio location to be determined. Transmitter location on Chicago St., between Mazant St. and Aner St. Geographic coordinates 40° 28′ 39″ N. Lat., 80° 00′ 15″ W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruck & Blume, Washington. Consulting engineer John H. Mullaney, Washington. Principals include equal (⅓) partners **J. Frank Gallaher,** treasurer and 8.1% owner of WONE Dayton (permitte of WIFE [TV] there), chairman of board and 51% owner of The Gallaher Drug Co. (chain drugs), Dayton, and vice president and 50% owner of Stock Gallaher Co. (building), plus various real estate holdings and interests; **Loren M. Berry,** vice president and 12.33% owner of WONE, president of L. M. Berry & Co. Ltd. (nature of business not revealed in application), Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton, and officer or director in various telephone companies, and **Ronald B. Woodyard,** president and 17.87% owner of WONE. [For application, see TV Applications, B•T, Nov. 3.] City priority status: Gr. B-4, No. 180.

PITTSBURGH, Pa. — Telecasting Co. of Pittsburgh. Granted uhf Ch. 16 (482-488 mc); ERP 89 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 480 ft. Engineering condition, including requirement that A. D. Faust and L. H. Israel sever their connections with WDTV (TV) Pittsburgh before construction permit is issued. Estimated construction cost $402,430, first year operating cost $660,000, revenue $675,000. Post office address 2237 Henry W. Oliver Bldg., 535 Smithfield St., Pittsburgh 22. Studio location Pittsburgh, to be determined. Transmitter location Rue Grand Vue & Attica St., Pittsburgh. Geographic coordinates 40° 26′ 45″ N. Lat., 80° 02′ 04″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include General Partners **Thomas P. Johnson** (45.5%), partner in Kirkpatrick, Pomeroy, Lockhart & Johnson (law firm), 10% stockholder in United Bcstg. Corp. (inactive corporation and pre-thaw applicant for TV in Pittsburgh); **Henry Oliver Rea** (45.5%), part owner of WPOR Portland, Me., less than 25% in United Bcstg. Co. (above), vice president and more than 25% in Oliver Iron & Steel Corp., general partner and more than 25% in Allegheny Pub. Co.; Managing Partners **A. Donovan Faust** (5%), assistant general manager of WDTV (TV) Pittsburgh; **Larry H. Israel** (5%), WDTV sales manager; **William H. Rea** (1%), treasurer of WPOR. [For application, see TV Applications, B•T, Oct. 6.] City priority status: Gr. B-4, No. 180.

NEENAH, Wis. — Neenah - Menasha Bcstg. Co. (WNAM). Granted uhf Ch. 42 (638-644 mc); ERP 15.5 kw visual, 8.3 kw aural; antenna height above average terrain 290 ft., above ground 287 ft. Engineering conditions. Estimated construction cost $129,950, first year operating cost $75,000, revenue $70,000. Post office address 101 East Wisconsin Avenue, Neenah, Wis. Studio and transmitter location 0.7 mi. South of Neenah city limits. Geographic coordinates 44° 09′ 36″ N. Lat., 88° 27′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Samuel N. Pickard** (80%), Secretary-Treasurer **Reinhold D. Molzow** (4%), Vice President **Don C. Wirth** (.54%), **Dorothea W. Pickard** (15.4%). [For application, see TV Applications, B•T, June 30.] City priority status: Gr. A-2, No. 139 (uhf Ch. 42 is allocated to Appleton, Wis., within 15 miles of Neenah).

GROUP D GRANTS

WBZ-TV BOSTON, Mass., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft.

KSTP-TV MINNEAPOLIS, Minn., granted 100 kw visual, 60 kw aural, antenna height above average terrain 563 ft.

WCCO - TV MINNEAPOLIS, Minn., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft.

KMTV (TV) OMAHA, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 590 ft.

WOW-TV OMAHA, Neb., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 580 ft.

WBTV (TV) CHARLOTTE, N. C., granted 100 kw visual, 60 kw aural, antenna height above average terrain 1,070 ft.

KRLD-TV DALLAS, Tex., granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 460 ft.

KEYL (TV) SAN ANTONIO, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 440 ft.

WOAI-TV SAN ANTONIO, Tex., granted 100 kw visual, 50 kw aural, antenna height above average terrain 480 ft.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

KHQ-TV SPOKANE, Wash. — KHQ Inc. Granted special temporary authorization to operate on commercial basis until March 11, except without frequency and modulation monitors provided frequency measurements are made at weekly intervals.

NEW APPLICATIONS

DECATUR, Ala. — Tennessee Valley Bcstg. Co. (WMSL), uhf Ch. 23 (524-530 mc); ERP 21.54 kw visual, 11.63 kw aural; antenna height above average terrain 118 ft., above ground 180 ft. Estimated construction cost $153,000, first year operating cost $94,000, revenue $138,658. Post office address 520 Bank St., Decatur, Ala. Studio location to be determined. Transmitter location Danville Road, at side of WMSL transmitter. Geographic coordinates 86° 59′ 27.8″ N. Lat., 34° 36′ 44.2″ W. Long. Transmitter and antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals

include President **Frank Whisenant** (84%) and Treasurer **Alice Whisenant** (15%), wife of Mr. Whisenant. City priority status: Gr. A-2, No. 266.

MIAMI, Fla.—East Coast Television, vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 439 ft., above ground 474 ft. Estimated construction cost $643,240, first year operating cost $400,000, revenue $500,000. Post Office address % E. Albert Pallot, 1504 Du-Pont Bldg., Miami 32, Fla. Studio location to be determined. Transmitter location West Dixie Highway between 192 and 193 St. Geographic coordinates 25° 57′ 17″ N. Lat., 80° 08′ 56″ W. Long. Transmitter and antenna GE. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Charles Silvers** (30.01%), president and 52% owner of Adams Engineering Co., manufacturers of aluminum windows and furniture, and president and 50% owner of ABC Equipment Co., Ojus, Fla., wholesaler of building equipment and machinery, and interest in a number of related firms; Vice President **D. Richard Mead** (23.33%), real estate and contracting; Treasurer **William Atwell Jr.** (23,33%), stock and bond broker, and Secretary **E. Albert Pallot** (23.33%), Miami attorney. City priority status: Gr. B-4, No. 193.

CAMBRIDGE, Mass. — Middlesex Bcstg. Corp. (WTAO), uhf Ch. 56 (722-728 mc); ERP 20.2 kw visual, 11.45 kw aural; antenna height above average terrain 475 ft., above ground 289 ft. Estimated construction cost $125,000, first year operating cost $190,000, revenue $200,000. Post office address 439 Concord Ave., Cambridge 38, Mass. Studio and transmitter location Zion Hill, west of Ridge St., in town of Woburn, west of Winchester at site of WXHR (FM). Geographic coordinates 42° 27′ 18″ N. Lat., 71° 10′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principal stockholder is President and Treasurer **Frank Lyman Jr.** (74%) and remaining 26%, which also is voted by Mr. Lyman, is owned by **Harvey Radio Labs. Inc.** City priority status: Gr. B-5, No. 208.

WICHITA FALLS, Tex.—Parker Television Co., vhf Ch. 6 (82-88 mc); ERP 70.92 kw visual, 35.46 kw aural; antenna height above average terrain 426 ft., above ground 471 ft. Estimated construction cost $350,000, first year operating cost $180,000, revenue $200,000. Post office address 2019 Berkley, Wichita Falls, Tex. Studio location 724 Indiana St. Transmitter location 1½ mi. west of Wichita Falls on highways 82 and 277. Geographic coordinates 33° 53′ 12″ N. Lat., 98° 33′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer W. E. Billington, San Antonio, Tex. Sole owner is **Garnett Parker,** owner of Wichita Falls Wholesale Grocery Co. City priority status: Gr. A-2, No. 56.

RICHMOND, Va.—Richmond Television Corp., vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 763 ft., above ground 800 ft. Estimated construction cost $700,000, first year operating cost $850,000, revenue $955.250. Post office address 1013-A East Main St., Richmond, Va. Studio location 4011 MacArthur Ave. Transmitter location near intersection of U. S. 250 and Penick Road. Geographic coordinates 37° 36′ 25″ N. Lat., 77° 31′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Morton G. Thalhimer,** Vice President **Claude R. Davenport** (4.473%), Vice President **Harold Azine** (4.473%), Treasurer **James A. Galleher** (0.894%), Secretary **Robert T. Barton** (1.073%) and Assistant Secretary **Andrew J. Brent** (0.358%). City priority: Gr. B-4, No. 195.

APPLETON, Wis. — Bartell Broadcasters Inc. (WOKW), uhf Ch. 42 (638-644 mc); ERP 18.6 kw visual, 9.4 kw aural; antenna height above average terrain 288 ft., above ground 340 ft. Estimated construction cost $112,785, first year operating cost $120,000, revenue $150,000. Post Office address 710 North Plankinton Ave., Milwaukee 3, Wis. Studio and transmitter location Route #2, Old Manitowoc Road, town of Menash. Geographic coordinates 44° 13′ 04″ N. Lat., 88° 24′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph K. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary - Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%). City priority status: Gr. A-2, No. 139.

MADISON, Wis. — Bartell Television Corp., uhf Ch. 33 (584-590 mc); ERP 17.8 kw visual, 10.7 kw aural; antenna height above average terrain 434 ft., above ground 494 ft. Estimated construction cost $137,285, first year operating cost $180,000, revenue $250,000. Post office address 710 North Plankinton Ave., Milwaukee, Wis. Studio and transmitter location in Township of Madison, 3.5 miles SW from downtown area of Madison, at intersection of West Belt Line and Chicago & Northwestern Railroad. Geographic coordinates 43° 02′ 10″ N. Lat., 89° 24′ 55″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lee K. Beznor, Milwaukee, Wis. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (245 shares subscribed, 5 shares held), president of WOKY Milwaukee and WAPL Appleton, Wis., 49% owner of WOKW Sturgeon Bay, and other broadcast interests including Gerald A. Bartell Assoc. (sales representatives for radio and television productions), Milwaukee; Vice President **Earl W. Fessler** (249 shares subscribed, 1 share held), owner of WMFM (FM) Madison; Secretary - Treasurer **Lee K. Beznor** (396 shares subscribed, 4 shares held), secretary-treasurer of WOKY and WAPL and Milwaukee (Wis.) attorney, and **David Beznor** (595 shares subscribed, 5 shares held), stockholder in WOKY and WAPL and Milwaukee (Wis.) attorney. City priority status: Gr. A-2, No. 30. [Note: Bartell Bcstrs. Inc. filed for TV station have earlier; see TV Applications, B•T, July 28.]

RCA VICTOR PLANS

Big Advertising Campaign

ADVERTISING and promotion campaign "surpassing any previous year's program" has been prepared by RCA Victor to support its 1953 line of television, radio and Victrola phonograph instruments, J. M. Williams, advertising and sales promotion manager of the firm's home instruments department, said last week.

The new TV model will receive major emphasis, he said, with the firm advertising on network radio and television programs, newspapers in 129 markets and regional and trade magazines. Devoted to TV receivers will be most of the commercial time on its Friday evening *RCA Victor Show* and its Sunday afternoon *Kukla, Fran & Ollie*, both on NBC-TV. TV sales also will be strengthened on RCA Victor's Sunday evening *Phil Harris-Alice Faye Show* on NBC radio.

BING CROSBY VISITS KXLY-TV TOWER

Crooner Snowshoes to Inspect TV Property

HARRY L. (better known as Bing) Crosby, part owner of KXLY-TV Spokane, visited the station's tower and transmitter under construction atop Mt. Spokane Dec. 18, making the last two miles of the trip up the mountain by snowmobile and snowshoes.

Accompanying the radio and screen crooner on an inspection of the antenna and transmitter site were Ed Craney, KXLY-TV general manager, and Mr. Crosby's youngest son, Lindsay, 15.

ON SNOWSHOES at KXLY-TV tower-transmitter site are Mr. Crosby (r) and son, Lindsay.

While the Hollywood singer and party were visiting the site, a crew working on the tower was forced down by a snowstorm. The weather also forced Mr. Crosby and his son to return to Hollywood a day earlier than planned.

While at Spokane, Mr. Crosby, who owns 47.6% of KXLY-TV, reviewed progress in retuning the station's transmitter to vhf Ch. 4. The RCA transmitter shipped to the station had been tuned for vhf Ch. 13. Changeover of the transmitter's tuning was handled by Jack Provis, KXLY-TV chief engineer, and Bob Martin, RCA consulting engineer.

The station, with an ERP of 100 kw visual and 54.95 kw aural and an antenna 840 ft. above average terrain, expects to go on the air sometime in early January 1953. KXLY-TV is 50% owned by KXLY Spokane.

* * *

CHECKING progress of tuning changeover of KXLY-TV transmitter from Ch. 13 to 4 are (l to r) Chief Engineer Provis, RCA consulting engineer Martin and part owner Crosby.

PRESIDENT - General Manager Lawrence (l) and Board Chairman Roderick of KROD-TV, which went on the air Dec. 14.

* * *

KROD-TV ON AIR

Pioneer in El Paso Area

KROD-TV El Paso, Tex., became the first station in that area to go on the air with a regularly scheduled telecast of local personalities at 2:25 p.m. Dec. 14, according to Val Lawrence, president and general manager of the Roderick Broadcasting Corp., licensee.

The new uhf Ch. 4 TV outlet claims its antenna, 5,285 ft. above sea level, is the highest above ground in Texas. The tower and transmitter were constructed at a cost of more than $85,000, after a $35,000 road was "carved out of" solid rock to haul equipment to the top of Mt. Franklin, Mr. Lawrence said.

The road, which ziz-zags for 4,100 ft. and has a grade of 15%, is an engineering feat in itself, according to Mr. Lawrence. The transmitting tower, 200 ft. high, is topped by an 85-ft. antenna.

Ed Talbott, KROD-TV director of engineering, worked with local contractors and supervised construction of the tower, with which the station expects to bring television to a potential audience of about 750,000 within the tower's 100-mile radius. It is three miles from downtown El Paso.

KROD is the key station of the Southwest Network which includes KSIL Silver City, N. M.; KAVE Carlsbad, N. M., and KOSA Odessa, Tex. Board chairman of Roderick Broadcasting Corp. is Dorrance D. Roderick.

KROD - TV is affiliated with CBS-TV and DuMont TV Network.

Other KROD-TV executives include Bernie Bracher, television director, and Dick Watts, sales manager. KROD-TV's ERP is 53.3 kw visual and 28.1 kw aural.

Charles Bulotti Jr.

FUNERAL services were held in Glendale, Calif., December 24 for Charles Bulotti Jr., 41, director of production at KTTV (TV) Hollywood. Mr. Bulotti died Dec. 22 of complications following an accidental fall. He was formerly program director of Don Lee Network. Surviving are wife, Geraldine, and son, Charles, 8.

DuMONT FORECAST 75 More TV Outlets in '53

TELEVISION already "has proved itself to be the most dynamic, fastest growing industry in American history" and will make 1953 remembered "as the year when a new, strong, psychological bond between Americans was cemented," Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said in a year-end statement for release today (Monday).

He said "indications are that some 75 additional stations will go on the air in 1953 and that the manufacturing segment of the industry will produce upwards of 6.5 million receiving sets."

Dr. DuMont predicted that "during 1953 television will be a prime instrument in bringing government closer to the people." Noting that in January "television will enable more people to view the inauguration of President-elect Eisenhower than the total population of the nation in 1900," and that more will be able to see that ceremony than have seen "all the other previous inaugurations combined," he continued:

"The public's attitude towards having a more intimate insight into governmental workings, sharpened by video's coverage of the political conventions and the campaign, already has led to discussions for the televising of sessions of Congress and the various state legislatures. Aside from its part in bringing out the record-breaking 61 million vote, television has done more to stimulate interest in our government than any other medium in our history."

During the past six years, Dr. DuMont said, TV "has fashioned a brilliant chronology of achievement," and though largely thought of as an entertainment medium, also "has taken a serious and constructive view of its responsibilities in public service." For the year ahead, he asserted, "the industry is stimulated and inspired to accept an even greater challenge to its public service opportunity. Its potential is limited only by the imagination and skill of those using it."

With its growth in 1953, Dr. DuMont said, television "will broaden the nation's horizons as nothing else ever could. . . . Combining the visual with the auditory, video's variety and intensity of impact will prove it to be the most potent force the world has ever seen. Television will help raise the nation's mental levels, thereby helping to eliminate some of the suspicion and prejudice that are at the heart of many of our problems."

He forecast that "during 1953 educators will begin to realize some of the unlimited potential of television as a teaching aid. They will begin to make the most of their opportunity to utilize and make a place for this, the most powerful means of communication yet devised by science.

"Classroom television will be able to embrace the objectives of educating adult school classes, college or university classes, secondary school classes, and in-service teacher training classes. Public educational television will be used in educating the entire viewing public, special interest groups, and enrolled students for credit courses.

"Each of these classifications, general and specific, requires programming designed and produced with special techniques to attain their objectives. Already educational groups *all over the nation* are working toward this end."

Dr. DuMont noted that, apart from its educational value "in the varied fields of industry, science, research, and in the national defense effort," TV also "gives daily increasing assurance of public service importance in our national life and safety." Non-broadcast television, he continued, is so versatile and has so many still unexplored facets that "no one man can accurately foresee all of its uses in the future."

In all of its phases television in 1953 "will serve a better enlightened and educated public through a high level of programming coming into our homes daily," Dr. DuMont said. "In 20 years we will be able to look back on 1953 as the year when the 20th Century invention in communications began to help mold the thinking of the American people in unprecedented fashion."

The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. * Educational Permittees.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21 ‡	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
Capital Television & Bcstg. Co.,	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
KBMT(TV)	Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
Buffalo-Niagara Television Corp.,	Buffalo, N. Y.	59	Dec. 23	Unknown	.....	.....
WBUF(TV)	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV(TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS(TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
Rudman Television Co.,	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed

(Continued on page 76)

NIELSEN SERVICE
NBC-TV, Others Subscribe

NBC's television network, Thomas J. Lipton Co. and Shell Oil Co. have subscribed to the Nielsen Coverage Service, Arthur C. Nielsen, president of the Chicago market research organization, reported last week.

Five agencies have also subscribed to the service in recent weeks. They are: Benton & Bowles, New York; Leo Burnett Co., Chicago; Knox-Reeves, Minneapolis; Lennen & Newell, New York, and J. Walter Thompson Co., New York. Each has purchased the complete circulation reports of the Nielsen Coverage Service for the entire U. S., Mr. Nielsen said.

EDUCATIONAL TV
ACLU Asks Filing Extension

AMERICAN Civil Liberties Union has told FCC that plans of noncommercial educational TV applicants to restrict or eliminate discussion of controversial public issues are "contrary to the public interest."

In a letter to FCC Chairman Paul A. Walker, the ACLU gave its support to "the view that television broadcasters, like radio broadcasters, have, as condition of the granting of a license . . . responsibility to present . . . a many-sided treatment of controversial questions of interest to the communities they serve.

"Educational broadcasters, so far from being exempt, would seem to have, if anything, an even greater responsibility than commercial broadcasters in this matter."

ACLU also, in another letter, asked FCC to extend the period for filing educational TV applications for another year beyond next June.

BROADCASTING
TELECASTING

TELECASTING YEARBOOK 1953

have you reserved your space?

The 2nd TELECASTING YEARBOOK

. . . the encylopedia of television and television advertising will be . . .

OUT MID-FEBRUARY

Here is the television fact source—and the only one in the business—that reaches every decision-level time buying executive. Circulation is 16,000 paid, covering every national and regional television agency and advertiser of importance.

The TELECASTING YEARBOOK stretches your promotional dollar—your ad stays *alive* and salesworthy for a full year.

For the television suppliers, the TELECASTING YEARBOOK saturates owners and applicants, management, programming and engineering executives—the whole wingspread of those who buy.

Advertising deadline: Jan. 12 (for proof); final deadline, Jan. 19. Regular rates.

reserve your space *today*, write, wire or call ME. 8-1022 collect *now!*

1953 TELECASTING
Yearbook Number

XUM

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
196,985
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Fifth Graders Prefer Switch to Switch-off

(Report 248)

YOUNGSTERS would rather be spanked than give up their favorite television shows when it comes to punishment within the family circle. This was reported in Chicago last week by Scott Radio Labs., which conducted a survey among 300 public and parochial school children attending the fifth grade in suburban Wheaton.

Fully 20% prefer a spanking to losing video privileges, with only 13% reporting they would sacrifice TV to forego a paddling. Some 18% would do without movies before they would give up TV, and 21% would rather renounce their allowances after misbehaving.

The favorite form of punishment, if there is such a thing, is doing chores around the house. Some 78% said they had to perform certain household duties before being permitted to watch video, and 55% reported parents, at one time or another, turned off the set when the offspring misbehaved.

* * *

'Lucy' Loves Top Spot, Nielsen List Shows

THAT hardy perennial at the top of television show rating lists, CBS-TV's *I Love Lucy*, maintained its position on the A. C. Nielsen Co. report for the two weeks ending Nov. 22, reaching 13,618,000 TV homes and 69.7% of TV homes in areas where is was telecast. Nielsen ratings follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,618
2	Texaco Star Theatre (NBC)	9,842
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,551
4	Colgate Comedy Hour (NBC)	9,300
5	Goodyear TV Playhouse (NBC)	9,250
6	You Bet Your Life (NBC)	8,674
7	All Star Revue (NBC)	8,472
8	Dragnet (NBC)	8,328
9	NCAA Football Games (NBC)	8,220
10	Philco TV Playhouse (NBC)	8,018

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.7
2	Texaco Star Theatre (NBC)	58.2
3	Arthur Godfrey's Scouts (CBS)	57.6
4	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	52.2
5	Goodyear TV Playhouse (NBC)	49.5
6	Colgate Comedy Hour (NBC)	47.4
7	Dragnet (NBC)	45.9
8	You Bet Your Life (NBC)	44.9
9	All Star Revue (NBC)	44.8
10	Philco TV Playhouse (NBC)	43.6

Copyright 1952 by A. C. Nielsen Co.

* * *

WNBK (TV) Reports New Rate Card Jan. 1

RATE CARD No. 6 providing for some increases and expansion of discounts to program and announcement advertisers has been announced for WNBK (TV) Cleveland, Ohio, by General Manager Hamilton Shea, to be effective Jan. 1. Card also sets up new Class D time classification (sign-on to 1 p.m., Mon.-Sat.), with a new low rate for advertisers. Mr. Shea pointed out that 126,588 TV families have been added to the area for 18.2% circulation increase since Jan. 1, 1952, when the card was issued. Number of TV receivers in area as of last Dec. 1 was 694,280.

* * *

U. S. Shows Still Tops In Canadian TV Area

AMERICAN TV stations and programs still attract the bulk of Canadian viewers in the Toronto, Hamilton, Niagara Falls area, where more than half the Canadian TV sets are located, according to the December ratings of Elliott-Haynes Ltd., Toronto.

The survey, made in the first week of December, shows 77.1% of viewers looking at WBEN-TV Buffalo, and 22.9% watching CBLT (TV) Toronto. Sets-in-use index was at highest, 80.3%, since monthly TV ratings were started in September. U. S. network shows claimed top interest, with *I Love*

(Continued on page 61)

Weekly Television Summary— December 29, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	.....
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	268,203
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV	.....
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,422,981
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	170,801
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	115,262
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
Spokane	KHQ-TV	.....
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Wilmington	WDEL-TV	126,281

Total Stations on Air 125* Total Markets on Air 74* Total Sets in Use: 19,702,297

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulationn committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

In Atlanta

there is no question about which radio station has the audience

witness:

Of the top 5 radio shows each night in Atlanta, Sunday through Saturday, WSB carries 32*. The nearest competitive station carries 6*.

Of the top 5 daytime radio shows in Atlanta, Monday-Friday, Saturday and Sunday, WSB carries 15*. The nearest competitor carries 2*. Pulse Reports for September-October reveal this strong leadership by WSB.

This dominance becomes even more impressive when viewed alongside rating comparisons of network stations in many major markets. And it is further revelation of the unique position WSB holds among radio audiences of the Southeast.

If you are concerned with how to get a fair shake for your radio dollar—buy where you get the most for that dollar.

wsb
The Voice of the South

Affiliated with The Atlanta Journal and The Atlanta Constitution.
Represented by Edw. Petry & Co.

*Ties account for 3 "extras" at night, 2 during day.

Dozen More TV Grants Made

(Continued from page 51)

50 kw aural, antenna 520 ft. Conditional upon A. D. Faust and L. H. Israel severing their connections with WDTV (TV)

Buffalo, N. Y. (Group B-4, No. 181) — Buffalo-Niagara Television Corp., granted uhf Ch. 59, ERP 91 kw visual and 51 kw aural, antenna 410 ft. Operating: WBEN-TV, vhf Ch. 4. Authorized earlier: WTVF (TV), uhf Ch. 23 (noncommercial educational); Chautauqua Broadcasting Corp., uhf Ch. 17.

In the action granting Versluis Radio a permit for uhf Ch. 35 at Muskegon, the Commission dismissed the petition of WGRD Grand Rapids which asked that the bid be set for hearing. WGRD charged the new grantee was trying to establish a new Grand Rapids outlet via a Muskegon channel and alleged Leonard Versluis had trafficked in a license when he sold WLAV-TV, now WOOD-TV Grand Rapids [B•T, Sept. 22].

Pittsburgh Grant

The grant of uhf Ch. 16 to Telecasting Co. of Pittsburgh included a condition that made issuance of a permit subject to A. D. Faust and L. H. Israel severing their connections with WDTV (TV).

The Commission also advised Agnes Jane Reeves Greer, owner of WKJF (FM) Pittsburgh, that her application for uhf Ch. 53 in that city was being placed in the pending file to await receipt of additional information.

By memorandum opinion and order, the Commission dismissed the petition of WKBS Oyster Bay, Long Island, to "reallocate or reassign adequate television channels for the area of Mineola, L. I., Nassau County, N. Y." Action was without prejudice to the station's re-filing after June 2, end of the one-year waiting period for such changes.

Two FCC hearing examiners heard further testimony in comparative hearings part of last week but most proceedings resume after the holidays.

Examiner Hugh B. Hutchison heard more of the Wichita vhf Ch. 3 case on Monday and Tuesday and then continued the hearing until Jan. 5. Examiner Thomas H. Donohue heard more of the Sacramento vhf Ch. 10 case on Monday and Tuesday, also, recessing until today (Monday). The Duluth-Superior vhf Ch. 6 hearing is to resume Jan. 26 before Examiner Herbert Scharfman. No other is slated this week.

Meanwhile, three of four uhf stations receiving RCA's first factory-built transmitters are reported on the air and the fourth plans to commerce shortly (see story page 51).

Last week's grantees also have submitted operation estimates and other details.

Walter E. Wagstaff, general manager of KIDO Boise, said he hoped to have the station on the air by July 1. RCA equipment throughout has been ordered, he said, but a transmitter building has to be built. The national representative will be Blair-TV. The station hopes to have NBC basic and other TV networks until such time as other services may be available in the market.

Donald W. Reynolds, KWRN Reno, said it is hoped to have the station on the air within three months and that equipment would be purchased promptly. No arrangements yet have been made on station representation or network, he said.

Withers Gavin, president-general manager of WCOC Meredian, reported GE equipment has been ordered and that he hoped to have the station on the air as soon as the installation could be made. The station, he said, will be affiliated with CBS. He plans to negotiate for national representation shortly.

Hy W. Steed, general manager of WLAV Grand Rapids, on behalf of Versluis Radio and Television, Muskeegon grantee, said the station had no actual target date because of difficulty in getting a firm date on delivery of equipment. GE equipment will be used. No arrangements have been made on network or national representative. Operation is not anticipated any time soon—it may be as long as a year, Mr. Steed said.

KSWO-TV Lawton hopes to commence operation in April using RCA equipment, according to Paul Goode, business manager of KSWO and manager of the TV outlet.

Telecasting Co. of Pittsburgh has no commencement date at this time, it depending upon equipment which yet must be purchased. A. D. (Don) Faust, assistant general manager of WDTV (TV), and Harry H. Israel, WDTV sales manager, have resigned those posts effective Jan. 1 to meet condition of the grant.

Don C. Wirth, Neenah-Menasha Broadcasting Co., Neenah grantee, hopes for commencement by late summer. Equipment and networks are unspecified. George W. Clark Inc. has been named national representative.

Other Reports

Reports also have been received from others planning commencement soon.

WALA-TV Mobile, Ala., has a Jan. 1 target date, according to W. O. Pape, president. RCA transmittter was en route from Camden last week, with the antenna shipped from Atlanta. Headley-Reed will be TV representative as well as AM. TV network affiliations include NBC, CBS and ABC, Mr. Pape said.

WKAB-TV Mobile expects to start telecasting Jan. 1, said R. H. Moore, commercial manager. All equipment but the antenna had been set up last week, with the antenna en route from Syracuse by express. Forjoe & Co. will represent both TV and AM stations. TV network affiliations include CBS and DuMont, Mr. Moore said.

Karl O. Wyler, president of KTSM-TV El Paso, Texas, said the RCA transmitter and antenna had been erected and several days of shakedown tests will start early this week. He said some miscellaneous items are en route. "We want to start off with a good picture," Mr. Wyler said. "A great disservice can be done television and the public by TV stations if they start service without proper programming and a technically satisfactory signal." He estimated KTSM-TV would start regular service late this week. The station will be an NBC-TV affiliate with George H. Hollingbery Co. as representative.

Following is the list of mutually-exclusive applications which FCC passed over last week when acting upon the 12 new grants. Passing over of contested bids is part of the temporary expediting procedure begun Oct. 15 to speed service to cities now without TV. Applications passed over:

GROUP A

Applicant	Location	Channel
Alexandria Bcstg. Co.	Alexandria, La.	5
KSYL Inc.	" "	5
Jacob A. Newborn Jr.	" "	62
Barnet Brezner	" "	62
Lemert Bcstg. Co.	Bakersfield, Calif.	10
Kern County Bcstrs.	" "	10
Fayetteville Bcstrs.	Fayetteville, N.C.	18
Rollins Bcstrs.	" "	18
Cape Fear Bcstg. Co.	" "	18
KVOS Inc.	Bellingham, Wash.	12
Bellingham Telecasters	" "	12
Owensboro-on-the-Air Inc.	Owensboro, Ky.	14
Owensboro Pub. Co.	" "	14
Valley Television & Radio Inc.	Ottumwa, Iowa	15
KBIZ Inc.	" "	15
Evangeline Bcstg. Co.	Lafayette, La.	10
Camellia Bcstg. Co.	" "	10
Columbia Amusement Co.	Paducah, Ky.	6
WKYB Inc.	" "	6
Appalachian Bcstg.	Bristol, Tenn.-Va.	5
Radiophone Bcstg. Station WOPI Inc.	" "	5

PARAMOUNT TV
Enters Film Production

PARAMOUNT Television Productions Inc., a wholly-owned subsidiary of Paramount Pictures Corp., has completed arrangements for entrance into the TV film production field, Paul Raibourn, president of Paramount Television and vice president of Paramount Pictures, announced last week.

Mr. Raibourn said that his firm has entered into an agreement with Edward J. and Harry Lee Danziger, independent producers of motion pictures for theatres, to produce a series of 39 half-hour dramatic films for television. He added that 39 scripts already have been written for the series and photography is scheduled to begin Jan. 5.

"This marks our first venture into production of films for television," Mr. Raibourn stated. "We believe that television and motion pictures are sister arts and that each has a constructive contribution to make to the other."

Mr. Raibourn has assigned Burt Balaban, director of programming and production for Paramount Television, to supervise production of the programs. An exploitation and merchandising campaign is now being prepared under the direction of John F. Howell, the company's director of sales and merchandising, according to Mr. Raibourn.

Daly to DuMont Post

ARTHUR J. DALY, account executive for Geyer Adv., New York, last week was appointed account executive in the network sales department of DuMont TV Network. Mr. Daly began his broadcasting career in 1929 as an executive producer for NBC. He also has served as radio and television director for the William H. Weintraub Co. and Peck Adv.

63% POWER INCREASE

ON OMAHA'S

WOW-TV

WOW-TV, as part of its $110,000 improvement and expansion program, has raised its video power from 17,200 to 28,000 watts. Before this power increase, WOW-TV was Omaha's most powerful TV Station. Now, WOW-TV is the most powerful TV station in the Mid-West!

Use WOW-TV's increased power and increased coverage in this 160,000 plus set market for better-than-ever sales results.

A MEREDITH STATION

FRANK P. FOGARTY, Gen. Mgr. FRED EBENER, Sales Mgr.

NBC and DUMONT Affiliate

Represented Nationally by BLAIR-TV, Inc.

CALIF. TV PLAN

$2 Million for 7 Stations

CALIFORNIA'S legislature, meeting in January, may be asked to appropriate up to $2 million for quick construction of seven television stations for educational use throughout the state.

This was among a series of recommendations to Gov. Earl Warren at the close of a two-day state-wide conference called by him to explore ways and means of getting the seven channels into operation [B•T, Dec. 27].

Eight channels up and down the state have been set aside tentatively by the FCC for noncommercial educational use. Only one station actually is under construction, in Los Angeles.

The conference, attended by more than 2,000 leaders in education, business, agriculture, labor and television, adopted no recommendations as a body. But these proposals were drawn up by various discussion groups:

1. The legislature should put up the money for construction of the seven stations. But the stations should be operated strictly under local controls, and the state funds ultimately should be paid back by the local areas served, if possible.

2. Educational groups in the areas involved should act now to get FCC approval for station construction prior to the June 1953 deadline after which the FCC has indicated it may turn the reserved channels over to commercial use.

Financing of Stations

3. If possible, areas served should pay the costs of operating the stations through use of school funds of other tax monies, or with the help of private grants. If necessary, the state may be asked to help pay operating costs for the first year, or perhaps longer. Where there is private financial support, it should be without private controls.

4. A co-ordinating committee should be established at the state level, but the state should leave station operations and programming entirely up to local groups. The legislature should create a commission on educational television for a continuing study of the problems involved. The commission would submit regular reports to the law makers.

5. Programs to be presented by educational TV stations—and sent into classrooms, institutions, and private homes alike—should be entertaining as well as educational, and should be free from propaganda and politics. Program participation should be open to all races and creeds.

At the conclusion of the conference Gov. Warren said he will name a Citizens' Advisory Committee to sift the recommendations and draw up a program for action.

The governor estimated yesterday that all the stations for which educational TV channels are reserved in California could be constructed and operated for one year for $2 million, which he said represents a small percentage of the state's total contributions for public education.

$1 Million Haul

EACH night last week $1 million worth of jewelry was to be delivered to WOR-TV New York's studio by armored car and picked up at the end of the station's *Broadway TV Theatre* presentation of "The Enchanted Cottage," spokesmen said. Jewelry was worn by dancers in ballet sequence of play, and was made available to the station by Harry Winston, Fifth Avenue jeweler.

McCALL'S 'MIKES'

Anne Holland Is Top Winner

DESIGNATION of Anne Holland of WBAL-TV Baltimore as top winner in the second annual *McCall's* "Mike" awards to women in radio and television and selection of seven other outstanding women in three categories of broadcasting were announced last week by *McCall's* magazine.

Awards were established in 1951 to honor the public service achievements of women broadcasters and executives. Winners will receive their awards, golden microphones, in their home towns during the on-sale period of the January issue of *McCall's*. Formal presentation will be made at a dinner May 3 during the convention of American Women in Radio & Television in Atlanta.

Miss Holland was selected for the accomplishments of her medical series, *Live and Help Live*, conducted in collaboration with Baltimore physicians and the Dept. of Public Welfare.

Other classifications and winners were:

Service to community in general: Jo Stafford, for her "Voice of America" broadcasts; Mary Morgan, CKLW Detroit, for her *News Digest* and its radio crusade against narcotics, and Christine Spindel, WDIA Memphis, for her *Workers Wanted* program, designed to raise the standards of living for Negroes.

Service primarily for women: Evadna Hammersley, KOA Denver, for her *KOA Home Forum*, and Phyllis Adams, NBC-TV, for *It's a Problem*, discussion program on far-reaching issues.

Service primarily for youth: Madeline Long, WCCO-TV Minneapolis, for her *Video School*, and Nena Badenoch, director of radio and TV relations for the National Society for Crippled Children, Chicago.

Judges for the 1952 *McCall's* awards were: Irene Dunne, Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Elizabeth E. Marshall, vice president, AWRT, and Otis Lee Wiese, editor and publisher, *McCall's*.

Nielsen Article

(Continued from page 26)

low cost-per-thousand-homes averages — substantially lower than for TV; that means daytime radio serials will be the most economical vehicles of all; that a number of TV sponsors will find their costs-per-thousand reduced to attractive levels, such as $3 or $4; that some of them, on the other hand, will be spending as much as $18 and $20 per thousand homes.

Even if allowance is made for increases in rates, in production costs, and in station lineups to embrace new TV markets, the advertiser still has the possibility of reducing his cost per thousand delivered homes.

Finally, it is pertinent to examine what advertisers have been doing in relation to these audience facts, and what trends in marketing practices and media selection they indicate for '53:

1. Radio can continue to do a sizable job, despite the inroads of TV. Regardless of decreases in AM listening levels, our own analyses indicate that for many large advertisers in both media, radio shows account for the larger share of their total broadcast coverage.

2. Daytime radio is as strong as it ever was in achieving circulation and impressions at low cost. Many advertisers have been using it as an important adjunct to their nighttime radio-TV brand promotion, and will undoubtedly continue this successful combination.

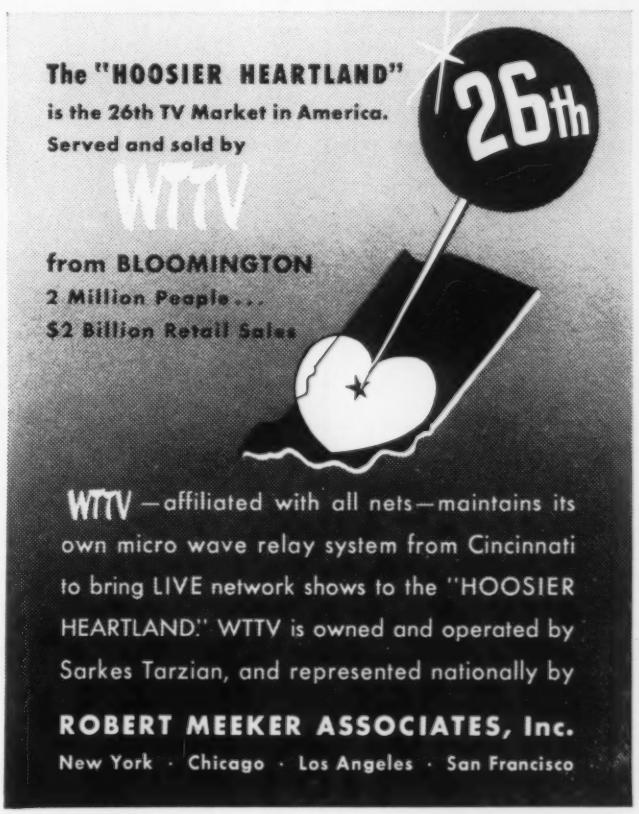
3. Only the foolhardy buyer of time will eliminate his radio schedule to pay for TV alone. We have considerable evidence that this practice can be disastrous in reducing net coverage and impressions. On the contrary, an additional radio show (with TV) is often far more profitable than an additional TV show. The complementary nature of the media would indicate that, after careful analyses, many sponsors will continue substantial radio efforts in '53.

4. In TV, alternate-week sponsorship may become more popular with certain advertisers—those who have found, after analysis, a greater circulation per dollar in bi-weekly than in weekly efforts, despite a consequent loss in frequency of impact.

5. More national advertisers are turning to spot radio and TV to broaden coverage. Radio schedules are used by TV network sponsors to hit non-TV markets; TV schedules are used to increase coverage in TV markets.

6. There's a trend toward using radio facilities selectively, in which advertisers may buy networks tailor-made to their marketing patterns. This increased adaptability of radio to sponsors' needs can be considered a healthy omen for the networks in '53.

The broad dimensions of the changes indicated for radio and television in the year ahead demonstrate the nature of the challenge to all facets of the business: Networks, stations, agencies and advertisers. Just as the media themselves will show that a great deal of their strength comes from their versatility, flexibility and dynamic quality, so everyone in broadcasting must look at 1953 with the same spirit. Under such conditions, the industry can expect a continuation of its known vitality.


The "HOOSIER HEARTLAND"
is the 26th TV Market in America.
Served and sold by
WTTV
from BLOOMINGTON
2 Million People...
$2 Billion Retail Sales
26th
WTTV — affiliated with all nets — maintains its own micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER HEARTLAND." WTTV is owned and operated by Sarkes Tarzian, and represented nationally by
ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

Erickson Article

(Continued from page 25)

vision. The ideal liaison man should be a sound advertising man with background in several of the following fields:

(1) Programming and production
(2) Merchandising
(3) Research
(4) Network & Station Relations
(5) Sales
(6) Writing
(7) Business management and accounting
(8) Diplomacy

As the cost of television rises, the direct responsibility for actual production is shifting to the package producer or the network producer, with few exceptions, because the rising cost of television has forced more and more advertisers to reduce their television expenditures to alternate week frequency, participations, or other plans of sharing the cost. The agency's greatest responsibility under these conditions is to recommend and deliver an affordable method of using television designed to best take advantage of merchandising, distribution and advertising factors to move merchandise at reasonable cost . . . and to write and produce commercials that will make full use of the media facilities so delivered.

The high cost of servicing television is also a factor. Many agencies—especially those of middle or small size—found that television was excessively expensive to them because of the great number of producers, directors, assistants, etc., necessary to keep on staff even during months when they got no television billing. In addition, it is not uncommon for a top television producer to get as high as $100,000 a year, a salary which makes him prohibitively expensive to any agency staff.

As a result, more and more agencies began buying package shows where all production ingredients were included and fully commissionable. The writing and production of film and live commercials is now the agency's primary and most imoprtant function.

The Liaison Man

The television supervisor of the future is therefore beginning to assume his true identity. He will vary in stature and income in accordance with the agency and its television billing. He will exert influence on the shows he supervises in direct proportion to his ability, reputation, and diplomacy.

The definition of the ideal liaison man goes something like this:

He is in his thirties or early forties.

He dresses conservatively and is well groomed.

He is social but natural.

He has a good education.

He has responsibilities at home and is mature.

He has network experience, preferably as a director and producer.

He has some advertising agency experience in radio or television.

He can balance his own checkbook and the budgets he is responsible for.

He can sit down and edit a script or write it, if necessary.

He can negotiate talent contracts and has done so, many times.

He is familiar with technical aspects and limitations of the media.

He is aware of the advertising benefits on a cost per thousand basis of all media.

He knows all of the important personnel of networks, talent agencies and other agencies and is on good terms with them.

He can expedite any request from the client or his agency executives.

He never loses his temper.

He is courteous but firm in dealing with all.

He is logical and reasonable at all times.

He is persuasive with talent on the client's behalf.

He is, therefore, expensive.

The Writer

Increasingly important in the advertising agency organization is the commercial writer. He or she is assuming a stature never achieved in radio but frequently achieved in print media or overall sales planning. Since there is nothing magic about television, sales depend directly on the sell. The sell comes from the genius of the writer and the production ability of the staff that works with him.

The production of commercials is now assuming great importance, generally under the direction of the writers. New, experienced film directors are joining agency staffs to insure quality. The great barns of Hollywood with their technical perfection are beginning to replace the convenient New York lofts which "just grew" to serve a boom time in early television. This department, too, must grow in importance relative to the print production departments but always subordinate to the creators of the selling ideas.

It is not unlikely that as programming becomes more a matter of good judgment from the agency point of view the top writer will increasingly be the most important man in the radio-television department—or head of a separate department on a level with the director of the radio-television department. At these prices you've got to move merchandise to keep using the medium.

The Media Men

Of course, not all agencies are organized so that related media report to the radio and television department, but, nevertheless, there is always a strong relationship, particularly in the buying of participations or network packages, between the radio-television executive and the timebuyers. As television station licenses are issued, the present great skill in getting good television time in monopoly areas becomes less important, and it looks as though in a year or two television timebuying will be as routine as radio timebuying.

The media man *must* therefore assume new proportions. He should become a scientist who relies more on research to guide him in making his basic decisions. He should become an all around media man who assists accounts and clients in wide decisions of allocation of advertising dollars between print and electronic media. In effect, the media man should emerge a far more important factor in the agency organization than he ever was in the past when there were absolute specialists in radio or print.

AS MANAGER of Young & Rubicam's radio-TV department, Mr. Erickson has plenty to do. Y&R has 21 major clients using network television, 15 using network radio, 18 using spot and regional TV, 23 using spot radio, is second only to BBDO in radio-TV billings. Mr. Erickson got his broadcast training at WHN New York, KFEQ St. Joseph, Mo., and WHP Harrisburg, has directed important radio shows at NBC and CBS, and in 1946-47 was director of program operations for WOR New York. He was radio consultant to Procter & Gamble for three years, has been a radio account executive and assistant head of radio for Foote, Cone & Belding, joined Y&R in March, 1948, as producer of *We, the People* and was named to his present post three years ago.

The Networks

After the present period of uncertainties, trial and error, new studios for old, personnel shakeups and retirements, and after FCC decisions are less industry-shaking, the networks will again settle down as they did in radio in the late thirties. The struggles for power will be over and the new generations will move in to replace the pioneers. Programming will become increasingly important since so many advertisers will be buyers of participations, partial sponsorships, seasonal programs, and other types offered by network program departments.

If you agree in general with the theory of the changing characteristics of the advertising agency radio and television departments and their relationships to the industry, you will readily reduce these changes to a few handy axioms.

First is the necessity for change. A generation has passed since the radio industry was formed. The leaders of that industry have done a remarkable job, but the drains of rigorous pioneering and time are beginning to take a toll of the leaders. The energies required to whip the unending problems of a new industry, even more demanding than radio, are no longer theirs. So our first axiom is: New leadership must arise in television.

Second is the agency changes which must occur as major adjustments are made to orient to the rising percentage of gross billing going into television. Mergers, declining agencies which once were major agencies, the ascendancies of the bright new agencies, and the continued strength of the big agencies that prepared for the new medium are rampant around us. Our second axiom is: Advertising agencies, in order to survive or grow, must adjust to television to a greater degree than any other media in the past.

Third is the character of the personnel within the agency radio and television departments. As the costs of television become measured in millions of dollars the television executives will become increasingly aware that their function is not to entertain the public but to sell the products manufactured by the agency clients. To be sure, each major agency executive will have the training and ability to step in and produce or direct a television show. He will use this knowledge in the selection of programs for his client. He will constantly supervise, police, and improve the quality of the programs under his supervision. His composite talents will insure his client of high circulation programs. He will be aware that high circulation shows are the vehicles necessary to carry sales messages, but he will know that entertainment is secondary to the sell supplied by his commercial writers. Our third axiom is: The radio and television executive must assume the responsibility of selling the products advertised on the programs he contracts for.

And, there we hold the mirror up to nature and discover our latter day radio-television executive—for better or worse, for richer or poorer.

His problems are no fewer and his responsibilities are broader and more demanding. His eternal search for security is more frenetic than ever. He remembers with nostalgic affection his halcyon radio days. He longs for them to come back, but he knows they never will as he changes the name of his department to "The Television Department." He looks at the huckster selling produce in his suburban community and nods to him with fraternal understanding. He, too, must now move merchandise.

XUM

Telestatus

(Continued from page 56)

Lucy receiving the highest rating of 75.2 Top Canadian show continued to be *The Big Revue* with a rating of 47.5, followed by NHL Hockey with 45.3.

* * *

Best & Worst Programs Poll Shows 'Lucy' at Top

BEST and worst shows thus far tabulated in the annual *Television Forecast* Awards Poll, conducted in midwestern states around Chicago, are *I Love Lucy* and *Milton Berle*. Runners-up in the best class are Arthur Godfrey and *Show of Shows*, while *Howdy Doody* and Tom Duggan (local WNBQ (TV) Chicago sportscaster) rank in the worst category.

Final tabulations from readers in a six-state area will be announced in mid-January. Other current favorites, according to results already in, follows:

Mystery, *Dragnet, Racket Squad, The Web;* kid, *Kukla, Fran & Ollie, Howdy Doody, Super Circus;* discussion & educational, *Meet the Press, Quiz Kids, Bishop Sheen;* situation comedy, *I Love Lucy, Our Miss Brooks, Ozzie & Harriet;* drama, *Studio One, Robert Montgomery, Fireside Theatre.*

M.c.-announcer, Arthur Godfrey, Bert Parks, John Daly; male singer, Perry Como, Frank Parker, Julius La Rosa; female singer, Dinah Shore, Marion Marlowe, Dorothy Collins; newscaster, Ulmer Turner (locally on WBKB (TV) Chicago), Clifton Utley (network and local on WNBQ Chicago), John Cameron Swayze.

Sportscaster, Bob Elson (local on WBKB); Jack Brickhouse (local on WGN-TV), Tom Duggan (local on WNBQ); comedian, Martin & Lewis, Sid Caesar and Imogene Coca, Jackie Gleason; quiz show, *What's My Line, You Bet Your Life, Strike It Rich;* music, Fred Waring, *Hit Parade, Voice of Firestone;* variety, Arthur Godfrey, *Show of Shows,* Garry Moore.

SHAPIRO NAMED

KDUB-TV's Commercial Mgr.

MIKE SHAPIRO, veteran of broadcasting and advertising in the Southwest, has been appointed commercial manager of KDUB-TV Lubbock, Tex., it was announced last week. Mr. Shapiro, who goes to KDUB-TV from WFAA-TV Dallas, will be in charge of all local, regional and national sales.

Mr. Shapiro has been manager of KECK Odessa, Tex., and has been associated with KTXL San Angelo, Tex.

Named to Mr. Shapiro's commercial staff were George Collie, formerly with XELD-TV Matamoros, Mex.; Jimmie Isaacs, previously with KRUN Ballinger, Tex.; KRBC Abilene, Tex.. and WKIK Burbank, Calif., and John McMinn, formerly with West Texas Advertising Co., Lubbock.

CANADA IN '53

'52 Business Up; TV Impact Projected

TV will make its first impact on Canadian radio early in 1953, and simultaneously new Canadian Broadcasting Corp. regulations will change Canadian station programming. This is the opinion of several broadcasting industry executives at Toronto.

Generally speaking, advertising agencies, station representatives and transcription importers report business good in 1952 and expect it to remain about the same in early 1953. There has been a decided increase in radio accounts. National accounts in the past year have increased more than 25%, with 700 national accounts using Canadian radio stations at the close of 1952. Besides, many old accounts were reported spending more, according to a survey by the sales division of the Canadian Assn. of Broadcasters.

Networks will be using about the same amount of time in early 1953 as during 1952, according to CBC's commercial division. Nearly all network shows, both Canadian and U. S., have renewed for the winter, and several new Canadian shows are being investigated by advertisers.

It is expected the new draft regulations of CBC when finalized, after public hearings in January, will call for greater Canadian program content, based on the Massey Royal Commission report which urged more Canadian talent development.

Programming Revision Underway

Canadian stations and advertisers already have made such a start in 1952, with national advertisers buying local live shows on stations. This trend is continuing with more newscasts and commentaries used by national advertisers. It is expected new Canadian variety and musical shows will be produced at Toronto, with tape and disc versions going to stations for national advertisers. A number of advertisers in recent months bought such shows produced by All-Canada Radio Facilities and S. W. Caldwell Ltd., both of Toronto. This will answer the Canadian program content difficulties for some stations in smaller markets where not much good local talent is available.

In larger markets individual stations are having no trouble selling all possible time, including Montreal, Toronto and Windsor, where TV has made inroads. Some smaller stations are finding some national business has passed them by, in part because of increased costs of radio advertising. A number of stations increased rates in 1952, but this trend is expected to drop off in 1953. Advertising budgets, however, are heavier, to take care of the rate increase and other increased costs.

Canadian telecasting, which started in September at Toronto and Montreal, in itself has not dented Canadian radio, although it has stimulated TV receiver sales. This in turn has given nearby U.S. TV stations bigger audiences.

★

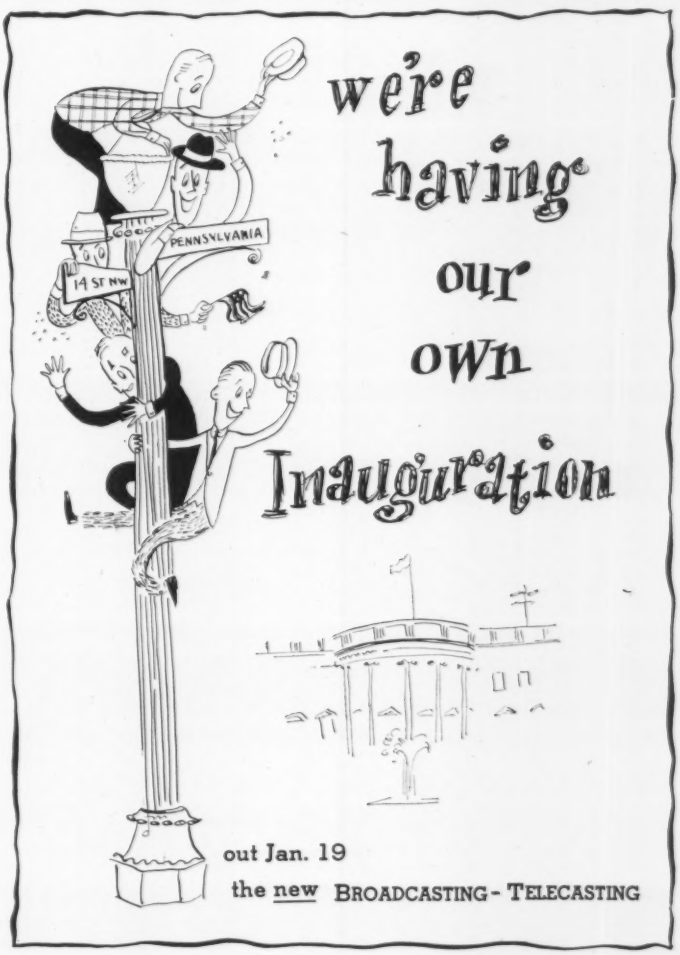
Audiences for the Montreal and Toronto stations still are small, but some advertisers are using the two CBC stations.

Other advertisers are negotiating for shows and spot announcements on the two stations. Costs are high, both for time and talent, and some changes are expected in costly Canadian AM network advertising later in 1953. About half the Canadian market is in the Toronto-Montreal area, and an increasing appropriation for Canadian TV is expected to be felt on network shows heard in the same area. Currently the CBC TV stations cannot handle many more sponsored shows because of staff and equipment problems as well as programming which calls for more Canadian than imported shows under CBC mandate from the government.

A solution to the stalemate on importation of U. S. TV sponsored network shows via kinescope or microwave relay is expected to be reached soon, allowing more international advertisers with Canadian subsidiaries to bring U. S. network shows into Canada, and give Canadian TV stations bigger audiences. Stalemate has been over the percentage to be paid U. S. networks on high rates charged by CBC's TV stations at Montreal and Toronto. The rates at these stations include production costs regardless of the program being live, film or relayed.

Biggest threat to Canadian AM stations is the loss of more audience in southern Ontario and southwestern Quebec provinces to new U.S. TV stations being built near the international border.

PRESIDENT M. T. Harrington (c) of Texas A & M College accepts TV transmitting equipment presented by Westinghouse Electric Corp. to equip laboratories for expansion of the college's TV instruction. L and r are C. E. Nobles, manager of Westinghouse detection system, and J. A. Baudino, Westinghouse vice president.



'DANGEROUS' ASSIGNMENT WAS NO RISK IN INDIANA:

INDEPENDENT GROCERS CLEAR MANY A CASE WITH TV

THE 56 participating grocers really had nothing to fear when they chose "Dangerous Assignment" as a test of TV's effectiveness as a sales medium. Success of that experiment substantiates the belief of Robert Lemon, of WTTV (TV), that television has a powerful impact for a whole area as well as a metropolitan district. One showing of the program sold 3½ tons of tea in a week.

TELEVISION's success in advertising grocery products in a 21-county area in south central Indiana covered by WTTV (TV) Bloomington has caused one week of the campaign to be labeled "The Bloomington Tea Party."

The occasion was one showing of Brian Donlevy in *Dangerous Assignment*, TV film show (8-8:30 p.m. Wed.), after which 56 Independent Grocers' Alliance members, served by John R. Figg Wholesale Grocer Inc., Bloomington, sold 3½ tons of Lipton's tea in one week—with six tons the total sale for 1951—as a result of the weekly NBC-TV Film Syndicate Sales' program.

The 56 participating grocers, located in 21 counties within a 60-mile radius of WTTV, last January selected *Dangerous Assignment*, for which each paid a fractional part of the cost instead of buying space in local newspapers, according to WTTV. The plan was adopted after Bob Lemon, WTTV general manager, had spent several months convincing Figg Inc. of his belief in TV as an area—instead of a metropolitan—sales medium.

The success of the IGA sales plan, which showed by Figg Inc. figures that the 56 participating grocers sold several times the amount of the one or two items advertised each week than they had sold formerly, indicates the correctness of Mr. Lemon's belief.

None of the grocers were located in Indianapolis or Bloomington, but in smaller towns in the 21-county area.

In the campaign, the grocers were furnished pictures of Brian Donlevy. Ads were run promoting the show in the *Indianapolis Times* and *TV News*. Each IGA grocer was furnished with large "TV Special" displays of the items advertised each week.

WTTV reported the program an "immediate success from the start," not only for the retailer but for the wholesaler. Figg Inc., the wholesaler, was able to add larger and better stores to its IGA list.

Besides the $8,000, 3½-ton (583 cases) Lipton's tea sale, a letter to WTTV from Figg Inc. shows other figures for the 56 IGA stores as a result of the *Dangerous Assignment* TV show, which compare, according to the wholesale firm, with the 1951 average "20 to 60 cases per week" of each item sold. Covering 12 telecasts and 13 items, the TV-inspired sales showed:

Hunt's peaches, 444 cases, and Hunt's fruit cocktail, 267 cases until ran out of stock (both on one telecast); Green Giant peas, 249 cases; Musselman's jelly, 183 cases; Dole or Libby pineapple juice, 356 cases; IGA salad dressing, 342 cases; Marlene margarine, 541 cases; Lipton's tea, 583 cases; Van Camp pork and beans, 573 cases; Stokely's catsup, 561 cases; Peter Pan peanut butter, 306 cases; Sno-Puff marshmallows, 309 cases; RSP cherries, 504 cases.

The letter added that "sales generally are very good on replacement stock the week after the item is advertised."

Convinced of TV's potency, Figg Inc. has completed and distributed new store promotion signs. A merchandising plan has been formulated for all the IGA food advertisers of WTTV which guarantees product displays. Herschel Hart, Figg Inc. supervisor, visits each store weekly and helps prepare displays, also sending weekly bulletins on the next week's advertising effort.

The WTTV live commercials on the show are delivered by George Languell, one of the grocers, and are written by Susan Bartlett, WTTV continuity director. Each commercial plugs IGA and the item advertised, then tells viewers of each week's program where six of the IGA stores are located in their communities.

Success of the "tea party" and the show's other food sales leads WTTV Manager Lemon to affirm his belief that TV is an area medium. "It makes no difference if a TV station is located in Podunk as long as it is on high ground and can serve a large population," he says, adding that within a 60-mile radius of WTTV there are 1½ million people, an annual $2 billion in retail sales and 170,000 TV sets reachable by the station. The WTTV tower is 720 ft. above average terrain, he adds.

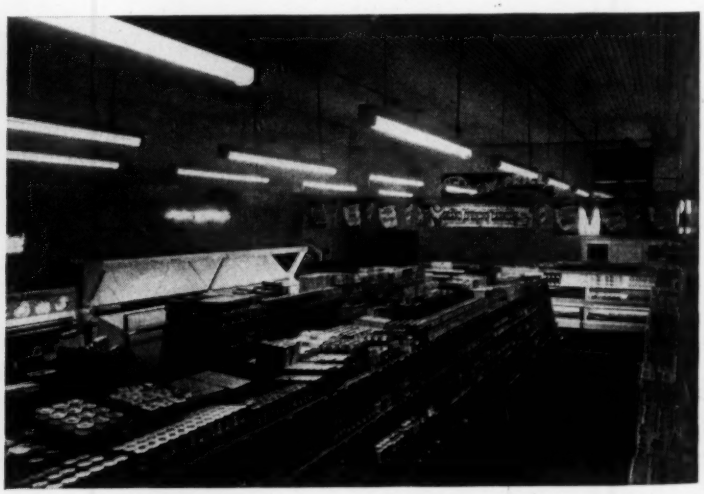
Mr. Lemon quotes SRDS food sales figures in the 36 counties in which WTTV claims coverage as $312,025,000 annually, or $168,872,000 when excluding Indianapolis. "The advertiser who buys only the metropolitan area misses this huge potential almost entirely," he says.

"WTTV has hurdled one of newspapers' last bulwarks—the old effective grocer advertising myth," says Mr. Lemon. He adds:

"There's no longer any doubt that television's area coverage and local selling impact make TV the most powerful advertising medium in America today."

* * *

This store . . . . . remodeled . . .



and then . . . . . used TV . . .

film report

WORKING with a limited budget, **Factor-Breyer Inc.**, Los Angeles, has built a smoothly-integrated live and film Saturday evening half-hour program around 3½-minute filmed **Snader Telescriptions** for its client, **Maier Brewing Co.**, Los Angeles, on behalf of Brew 102.

For about one-twentieth of what a live program would cost, the musical shorts were combined with a night club setting and disc m.c. **Alex Cooper** to make *Club 102*, seen weekly on **KNBH TV) Hollywood.**

On live camera is shown Mr. Cooper, seated at a corner table discussing the headline entertainers he has stopped in to see. The camera then dissolves into the filmed musical numbers, which feature Herb Jeffries, Peggy Lee and Nat "King" Cole and others in similar night club settings.

The switch back and forth between the live and filmed portions has succeeded in producing the effect of a live show, according to **Farlan Myers**, director of radio-TV for the agency. The effect is further heightened by having one of the performers, scheduled on film for the evening, make a live guest appearance with Mr. Cooper.

Sales . . .

INS Telenews has sold its daily TV news service to **KOLN-TV Lincoln** and **WWLP (TV) Springfield, Mass.**, and its weekly review of the news and *This Week in Sports* to **KGNC-TV Amarillo.**

* * *

WFPG-TV, Atlantic City's new uhf station, signed a six-month contract last week for the complete TV film library of the **Atlas Television Corp.**, New York. The transaction was worked out by **Edna Latimer**, station's film director, **Fred Weber**, WFPG-TV president, and **Jackson E. Dube**, director of eastern sales for Atlas.

* * *

Al Simon Productions, Hollywood, is filming 13 three-minute TV commercials for **Miller Linoleum Co.**, Kansas City, Mo. The order was placed direct.

* * *

Guild Films Inc., New York, has acquired TV distribution rights to 36 feature films, produced this year with video programming in mind, from **A-B-TV Movies Inc.** All are dramatic, adventure, mystery or suspense in nature. Stars include **Joan Rice, Valerie Hobson, Michael Wilding** and **Sarah Churchill.** The acquisition marks a new phase in Guild's expanded operations, according to president **Reub Kaufman**,

Production . . .

Reid Ray Television Productions, St. Paul, has completed first three half-hour films in *The Sporting Chance* TV series. Firm's Hollywood office has moved to 8913 Sunset Blvd.

Random Shots . . .

Arrangements are being made by **David O. Selznick** whereby his motion pictures, with the exception of "Duel in the Sun," will be made available to television on a one-run basis. Plans include the possibility of introductions by Mr. Selznick or the films' stars.

Some of the features will be edited to 54-minutes with others scheduled to be telecast in two installments. The package of 26 films will be offered at a reported $1 million.

* * *

The Alexander Film Co., Colorado Springs, Col., has signed a six-month contract with KKTV (TV) Colorado Springs for time periods rated as having the fewest number of viewers.

Mr. Alexander

Don M. Alexander, vice president in charge of production for the film company, said the firm wants to conduct an extensive series of quality-control tests of actual telecasts of film commercials, instead of closed-circuit viewings. The screenings, to include various tests of film types, are to be chiefly for the benefit of production technicians and research men at the film company.

* * *

Richard A. Foley Adv. Agency, Philadelphia, has begun an experimental series of live 20-second spot announcements on **WCAU-TV Philadelphia.** These are the first live 20-second spots to be presented in Philadelphia, according to the agency, and were prepared for **Abbotts Dairies Inc.**

* * *

James A. Nussbaum and **Frank Barrett Jr.** announce the formation of **Totem Film Productions**, Seattle, with activity centered around television spots for local and regional accounts.

Mr. Nussbaum has worked primarily in the field of commercial and illustration photography (stills), while Mr. Barrett's specialization has been mainly motion pictures. Several of Mr. Barrett's films have won national awards in the non-theatrical field during recent years. He was previously associated with American Advertising, Seattle.

Accounts of the new firm include **Heidelberg Beer, RCA** television and radio products, **CBS Columbia** television sets, public service activities such as Union Label Week and the Christmas Seal drive, and several retail stores.

"With the advent of new television stations in the region," Mr. Barrett told BROADCASTING • TELECASTING, "the volume trend of film production is expected to show a sharp rise. Present tendency is to use more film and less live production in the TV field."

The Seattle address of the company is 912-A Pine St.; telephone is Mutual 3422.

* * *

Film timing chart and cartoons lampooning television are being mailed with calendars this week by **Academy Film Productions**, Chicago. The chart includes the number of words and pacing for narrators and the corresponding film

(Continued on page 73)

NCAA CRITICS

Misquote Report—NORC

NATIONAL Opinion Research Center charged last week that critics of the National Collegiate Athletic Assn.'s 1952 program and of NORC's TV survey are using the findings of the study "out of context to prove their points."

In a statement from Paul B. Sheatsley, NORC's eastern representative, the research organization centered its attack upon a recent declaration by advertising man Lester Jordan. Mr. Sheatsley asserted that Mr. Jordan's statement quoting the NORC report to indicate that "colleges in TV areas showed a 3.9% rise in gate receipts in 1950 under unlimited telecasting" was "typical of the way advertising men treat survey findings."

"The TV-area colleges' gate receipts were up 3.9% over the pre-TV base years," Mr. Sheatsley acknowledged. "But where there was no television competition, gate receipts were up 17.7%. Furthermore, while gate receipts in non-TV areas climbed 7.4% over 1949, in TV areas they actually dropped back from 1949."

Mr. Sheatsley declared that a paragraph in the survey commented significantly that "the larger differential between the two [TV and non-TV] areas is on the gate receipts rather than attendance." This section of the study, according to Mr. Sheatsley, pointed out that colleges in TV areas "were hurt worse in the pocketbook than mere attendance figures show and the results are further confirmation of the adverse effects of TV."

Quoting critics of the NCAA plan as saying that "football is doing all right in spite of television," Mr. Sheatsley replied that if gate receipts are up 18% without television and 4% with it, it is evident that colleges "are better off without television."

'TODAY' PLAN

NBC Notes New Sales Format

A NEW sales format for its early-morning *Today* television show (Mon.-Fri., 7-9 a.m. EST and CST) —with time to be offered to advertisers only in five-minute segments —was announced by NBC last week, effective Feb. 1.

Although some 92% of sales on the show have been made on the five-minute basis, officials said, time also have been available in 7½-, 10- and 15-minute segments.

The new plan, which was outlined to advertisers in a letter from George Frey, vice president and director of radio and television sales, will permit four advertisers to occupy each 25-minute portion of the program, with each sponsor receiving one minute of commercial time. Affiliates will continue to have five minutes of every half-hour for local sale, plus chainbreaks midway in each of the 25-minute periods.

Rates under the new plan will be one-fourth of the 30-minute rate, or 15% of the Class "C" rate, which increases the cost per participation by about $300.

Officials said the new sales format will give the show greater editorial flexibility and make every network minute available to advertisers.

82nd in POPULATION

among Sales Management's 162 Metropolitan Areas

•

All people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcasting.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel Inc.

Ryan Article

(Continued from page 27)

look is good—but the specific one for individual retailers is dependent upon a number of factors. Important among these are his own advertising plans. And understanding of how he arrives at those plans should be a basic part of a radio salesman's education . . . but only after our salesmen have a thorough conception of just what type of medium it is they're selling.

They should never forget for a single minute that they're selling the largest, most universal, enormous, widespread advertising medium that ever came down the pike—a fact borne out by the revelation that 98.1% of all U. S. homes are radio homes. That means there are more homes with radio sets than there are homes that use white bread or packaged coffee—or have beds, electricity or indoor plumbing.

Multi-Radio Homes

Surveys, financed by BAB and conducted by leading research firms, now reveal that 66.1% of metropolitan homes have more than one radio—and it is interesting to note that radio-TV homes have more radios than homes without TV.

A new pattern has emerged for radio in the American home—with the radio set no longer exclusively found in the living room. Half of all kitchens in the U.S. now have a special radio; half the homes have a bedroom radio—radio has moved all over the house.

Already more than 10% of all American homes have four or more radios. Right now, about one-third of all homes have two radios, another third have three or more working radios, and an underprivileged third have only a single set. Yet only six years ago the home with more than one radio was quite a novelty.

Let's not overlook our "Listeners on Wheels"—because at least 70.5% of all U. S. automobiles are radio equipped. 92.4% of all postwar automobiles have radios. Radio's automobile circulation alone is 27,424,500.

Local application of these facts should be the basis upon which our presentations are built.

Absorbing and using these facts are but step number one . . . because they're not worth a plugged nickel if they're presented at the wrong time. And therein lies the key to the retailer's thinking because he lives (or dies) by the clock. The success of his business is predicated on *good timing*. He has to know *what* the consumer wants, *when* he wants it, in what *amounts*, and at what *price*.

When a media salesman is aware of these factors, he's then in a position to make a "realistic" presentation at a time when the advertiser is more inclined to be in a receptive mood. Your key to his timing, then, is *consumer demand* . . . and that's not too difficult to ascertain because, with few variations, it remains the same year after year. The retailer's sales figures from the previous year—item by item . . . department by department . . . month by month—are the mirror that reflects the basis on which the bulk of his advertising for the coming 12 months will be planned.

Variables to Watch

This yardstick of past experience is subject to change, though, when other factors vary such as general business conditions, competition, store policies and location . . . plus media rates and circulation. When any of these materially change—retailer's advertising percentage is likely to change.

There are far too many other ramifications to the media salesman's understanding of the retailer than we can deal with here—but the awareness of the importance of timing alone can mean many extra advertising dollars.

As for improving the retailer's understanding of the use of our medium—that's a task we can, and should, embark on immediately.

Here we have to practically start from scratch—because there are few local advertisers in this country that even know the basic components of a radio station—much less have knowledge of such finer points as the elements of radio commercials.

Relatively speaking, radio is the easiest medium an advertiser can use. No headaches with art work, engravings, type selection and the thousand and one other time-consuming features of black and white advertising.

Each local advertiser represents an educational job that has to be accomplished by our medium regardless of whether it's done by an individual station or a city-wide organization representing all the broadcasters.

It's time we drained some of the ink out of the veins of many retailers and replaced it with a little high potency radio fluid. I'd be derelict in my duty if I failed to point out to you that the Broadcast Advertising Bureau is the industry blood bank that can help you with those transfusions.

EDUCATORS' TV

Wash. Group Meets Jan. 9

A STATEWIDE meeting of the recently formed Washington Citizens' Committee for Educational Television [B•T, Dec. 8] will be held in Seattle Jan. 9, BROADCASTING • TELECASTING was informed last week by Ed C. Whiting, chairman.

In addition to officers already named, chairmen will be announced at the January meeting for the following standing committees: Programming, technical, financial and planning, legislative, legal, commercial and educational cooperation, local organization, public information.

The citizens committee, Mr. Whiting reported, represents state leaders in labor, industry, finance, the professions, agriculture and education.

Radio Highlights of '52

(Continued from page 20)

Supreme Court in his conspiracy suit against nine former employes.

Oct. 28—FCC eases rebroadcast rule dropping clause requiring licensees to file reports within 10 days if they refuse to give consent for program rebroadcasts.

Nov. 8—Radio and TV credited with swelling national vote by millions.

Nov. 14—FCC Examiner Leo Resnick recommends that FCC approve long pending ABC-United Paramount merger.

Nov. 20—Exclusion of radio and television newsmen from group asked to accompany President-elect Eisenhower to Korea brings protests from many, resulting in change of plans to provide for media.

Dec. 4—Foote, Cone & Belding resigns the $5.5 million Toni Co. account. Over $3.5 million of company's advertising was in radio and television.

Dec. 10—NARTB TV board meets at Cat Cay, Florida coastal island, to discuss TV code, subscription TV and other current problems.

NELSON CASE, TV announcer-m.c., is author of article in forthcoming issue of *Academy Magazine*. Article is entitled "Can TV Commercials Be Improved?"

Our Respects To

(Continued from page 42)

ever programmed. Not that they are against hillbilly music but rather, they feel that programming serious or popular music gives KCOH the opportunity to offer sponsors and advertisers a segment of the audience unreached by competition.

In what has been described as a "hillbilly town," the going was rough at first. But Messrs. Smith and Meeker and KCOH listeners feel that the results have been worth all the headaches.

At first, classical music was used to program the entire broadcast day. As the pattern formed, KCOH expanded programming to include other audience segments. "Pop shows" were added to morning and afternoon schedules.

High school disc jockeys were used as a popular Saturday afternoon stint. To reach Houston's large Negro population, colored disc jockeys were employed.

The end result is a Meeker form of block programming that conditions listeners to expect their favorite programs at fixed times daily.

Mr. Meeker asserts "KCOH bows to no other Houston station in the size of its daytime listening audience on many of its program blocks."

Late in 1949, the reward for KCOH's success came to Mr. Meeker. In a conversation, Mr. Smith said, "Bobby, there are lots of vice presidents doing nothing in every firm. You can't be vice president because you work, so from now on you are president and general manager of KCOH. That's your Christmas present. . . . President."

KCOH goes to bed at sunset. With television having its biggest impact at night, Mr. Meeker is happy the station signs off at nightfall.

Mr. Meeker believes that radio is here to stay regardless of the first fright of TV. He points to the tremendous automobile audience. The housewife, he says, cannot watch television and also do her work.

His hobbies—following football, baseball and other sports such as wrestling ("which has developed into a terrific dramatic production these days")—indicate Mr. Meeker enjoys an occasional break from his daily duties. For "the most entertaining escape," he admits "it's the movies for Meeker."

As a native of Chicago where he was born Jan. 10, 1902, Mr. Meeker has been a long time shaking off the appellation, "damyankee." But like most everyone else who has lived in the Lone Star State, the infectious Texas spirit has corralled him. Though his speech may have a trace of northern accent, he is apt to greet you with, "Howdy, podnah."

....INCREASED
CREAMETTES SALES
10% first
eleven weeks
(see inside front cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

Reinsch Article

(Continued from page 27)

distribution and a good volume of business in North Georgia. Within the past month our volume has been multiplied by ten times. This is a most unusual record."

One of rado's weaknesses centered around lack of familiarity with the selling products of clients. If we had a radio program or time period available we tried to find a customer, not appreciating that many business firms plan their advertising months ahead. For instance, some retail groups already are planning their Easter campaigns.

We didn't know enough about the client's selling problems when we sold radio. Now, in television, we are first studying the problems of our customers and prospects, then suggesting means by which they can sell merchandise through advertising. We study industry journals, familiarize ourselves with the practices and problems of merchandising particular products, and find it much easier to advise a sponsor on the best use of TV for selling his wares.

In a multiple-station market such as Atlanta a TV station must do a lot of local programming. At WSB-TV we try to produce local programs that will provide a good outlet for local clients—TV shows that fall within local budgets and create local interest. This is particularly true of participation shows where there is no heavy talent or production charge, but audience interest runs high.

Local Stressed

For more than four years WSB-TV has averaged 20 hours or more of local programming per week. This formula makes the station an integral part of the community and provides an attractive vehicle for sale to local clients. besides balancing out the schedule.

It has been our experience that the local advertiser must first be completely sold on the possibilities of television so he will enter the medium with confidence. We try to make even the smallest prospect appreciate that TV combines the sales appeal of all other media and then delivers the resounding "plus" of product demonstration right in the home.

We feel this indoctrination is essential to the advertiser's future success. It prepares him to follow this basic formula—buy what you can afford, buy carefully and stick with it. This avoids over-extending the TV budget, with the danger that TV will be abandoned before it has a chance to prove its merits. The account should stay on the low side rather than risk the hazards of "shooting the works." However, we also dissuade advertisers from buying an occasional single spot announcement in the hope that it will work sales miracles.

At WHIO-TV Dayton a welcome trend toward local point-of-sale results is developing. This trend has become increasingly apparent over the last several months. Station account men are reporting less resistance to television among many classes of local retailers. These same retailers are admitting results from television time purchases, with merchants classifying these results all the way from fair to spectacular.

Let's take a look at four main classifications in Dayton: 1. Local jewelry sales; 2, automotive campaigns, both new and used car; 3, appliance dealers; 4, miscellaneous sponsor participations in local feature film shows.

To go into brief detail, Dayton jewelers in the past had used TV sparingly and with some reluctance. Some months ago a leading jeweler bought one 15-minute slot weekly, in cooperation with Gruen Watch. Results were so satisfying that the sponsor gradually increased time purchases until today he uses five quarter-hours weekly, with a yearly contract of $30,000.

Four Jewelers

Other jewelers soon followed suit. Each reported gratifying results. Now four leading jewelers are using regular campaigns on WHIO-TV.

Curiously, there is little similarity in program content among this group. One uses a local western band. Another employs a narrative story about famous diamonds. A third uses a half-hour studio audience participation program, and the fourth employed live spots during football games.

One point of similarity is worth noting. Each jeweler uses live-product demonstration in the studio, with an individual salesman (station announcer or freelance talent) representing the individual account. Warm, personal selling technique combined with vivid, dramatic product demonstration is used in each case to produce the results. The half-hour audience show produced 23 watch sales the first time it was on the air, and 40 after the second show.

In the automotive group, Dayton dealers are employing varied program vehicles, again obtaining the same fine results. They, too, use live studio demonstrations of automobiles as a sales technique. One local dealer sold 12 used cars following a single Sunday half-hour swap-shop program.

Local automotive accounts also have used spot campaigns. Several dealers have obtained excellent results by using saturation spots, with announcements bracketing the WHIO-TV schedule from 7:30 a.m. until signoff.

Appliance Activity

More activity is developing in the appliance field as local dealers prepare for a period of "hard sell" campaigns. Tying-in with radio announcement schedules in many cases, these dealers are using participation programs on WHIO-TV which allow them flexible time for live product demonstration. One dealer, in particular, reports spectacular sales results.

A fourth WHIO-TV classification is made up largely of participation on feature film theatres at 4-5 p.m. daily and 11:15 p.m. Monday through Friday. The afternoon strip, though bucking the highly rated NBC *Kate Smith Show*, has produced excellent results for most clients. A local sewing machine dealer who depends on telephone leads reported 12 sales after the first day.

The night feature strip was an experiment in theatre programming, using the same m.c. each night. It was built as an arcade, with various merchants in the arcade presenting the movie. Opening and closing billboards are employed, in addition to live cutouts with camera demonstration. The show is currently selling such varied items as cameras, sandwiches, ice cream, automobile service, vacuum cleaners and oil furnaces. Significantly, many of the clients never before used television and almost all have renewed after experimental periods.

Local Gets Results

Our experiences in Atlanta and Dayton are typical of the effective job television can do for the local advertiser. They provide a clear answer to the charge that TV is too luxurious for the merchant or dry cleaner or used-car dealer. The local businessman who spends his advertising money wisely in television can expect to get results.

As the television industry expands into every corner of the country, it will find the local firm is the backbone of station revenue and the businessman in turn will discover a new and powerful sales weapon.

SLOAN PREDICTS

6.5 Million Sets in '53

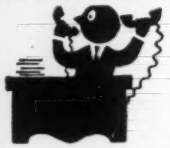
BEST year in history has been predicted for TV receiver sales in 1953 by F. M. Sloan, operations manager for the Westinghouse Television-Radio Div., who said he believed 6.5 to 7 million sets will be sold during the coming year.

Predicting 50 million receivers and 2,000 stations in television in the next five years, Mr. Sloan last week said the industry now has the products, "know-how" and visible expanding markets "upon which to build its future."

TV was established as "the most wanted product in the American home" by the "history-making" TV coverage of the national political conventions, campaigns and elections, he said. He said Westinghouse has no fears of heavy market penetration by TV in some areas, because 1952 research assures the electronic industry new products for years.

Still Going STRONG!
A coffee account, using KGW, increased sales in this area 42 per cent.
For Sales Results Use KGW
Economical and efficient medium for covering the mass market.
KGW
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

front office



GEORGE NICKSON, vice president and general manager, KXXX Colby, Kan., to KEEP Twin Falls, Ida., in same capacities.

PAIGE HOLDER and N. E. WALLACE to sales staff, WCOG Greensboro, N. C.

WILLIAM SNYDER to Avery-Knodel, Chicago, station representatives, as account executive.

HENRY THIELE to sales staff, WNOE New Orleans.

ALVIN M. BENTLEY to WKNX-AM-TV Saginaw, Mich., as vice president and director.

WARDE Q. BUTLER, announcer, WHIZ Zanesville, Ohio, transfers to sales staff.

Personals . . .

R. J. ROCKWELL, engineering vice president, Crosley Bcstg. Corp., Cincinnati, appointed to Ohio Program Commission, group studying possibility of state TV station. . . . WILLIAM S. MORGAN, general manager of KNOR Norman, Okla., elected president of Oklahoma Kiwanis Club of 1953 and received Norman Chamber of Commerce service award for 1952. . . . CHARLES STANDARD, network salesman at NBC Chicago, father of girl, Patricia, Dec. 9.

Strictly Business

(Continued from page 16)

former home of the Academy of Motion Picture Arts & Sciences, and is redesigning it to house the first motion picture stage constructed for video filming before an audience.

A plunge into film is economically feasible according to Mr. Lindenbaum, because "actually costs are about equal, if everything else is the same. Additional cost of film comes mainly from the additions directors want, such as bigger and more lavish sets, exterior scenes, etc."

Pleased to note that eastern skepticism to filmed programming has disappeared almost completely, he feels there is a trend to decentralize agency and network authority. While final decisions heretofore have had to be made in New York, "key men of agencies and networks soon will be and now are being shifted to Hollywood, so that decisions may be made on the spot."

Having filmed the pilot programs in *Life of Riley, Louella Parsons Show, Two for the Money* with Fred Allen, and Walter O'Keefe's *Out of the Red* series, Filmcraft is branching out into the production and distribution of its own packages. Already in production is *Small World*, a half-hour series beamed at regional distribution. In the pre-production stage is *The Mark Twain Television Theatre*, scheduled as a prestige half-hour series for network syndication.

Mr. Lindenbaum married the former Regina Levy of Berkeley in 1926. They make their home in the Sunset Towers on Hollywood's famous Sunset Strip. For relaxation, Mr. Lindenbaum enjoys gardening, reading—and watching television.

SCBA MEETING

Jan. 9-10 at Charleston

SOUTH CAROLINA Broadcasters Assn. convention Jan. 9-10 at Charleston will feature a Saturday trip on the Navy minesweeper *U.S.S. Rodman*, according to SCBA President John Rivers of WCSC that city.

The Friday morning session of the convention, to be held at the Francis Marion Hotel, will include talks beginning at 11 a.m. through luncheon, with L. H. Christian of WRFC Athens, Ga., addressing the afternoon session, which begins at 2. A BAB sales clinic will follow at 3 p.m. with a question and answer period, and a 4:30 panel on rate cards will feature Wallace Martin of WMSC Columbia as moderator with panelists from four state radio stations.

Mr. Rivers will display WCSC TV equipment Friday evening.

Bill Stubblefield, NARTB stations relations director, at 9:30 a.m. will discuss NARTB services at the Saturday morning session, which begins at 9. Joe C. Good, branch manager of the National Cash Register Co., Columbia, S. C., will talk at 9:45 on "How Do You Sell?"

Some 100 masculine members of SCBA will take part in the sea trip, which will last from 11 a.m. to 4:30 p.m. The women will take part in luncheon, entertainment and a trip to Charleston's Famous Gardens. Cocktails will be served at 6 p.m. at the home of President Rivers.

SCBA's annual banquet will be held at 7:30 p.m., with Bevo Whitmire of WFBC Greenville as entertainment chairman. Main speaker will be Tony Vaccaro of the AP's Washington bureau.

SUBSCRIPTION TV

RTMA Names Committee

SPECIAL committee to study subscription television has been named by President A. D. Plamondon Jr., of Radio-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., is chairman. Creation of the committee was authorized Nov. 21 by the RTMA board.

NARTB's TV Board at its Florida meeting directed President Harold E. Fellows to name a subscription TV committee [B•T, Dec. 15]. Chairman is Paul Raibourn of KTLA (TV) Los Angeles.

Serving on the new RTMA committee with Chairman Galvin are W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, Zenith Radio Corp.; John W. Craig, Crosley Division; Allen B. DuMont; Allen B. DuMont Labs.; J. B. Elliott, RCA Victor Division; Larry F. Hardy, Philco Corp.; H. Leslie Hoffman, Hoffman Radio Corp.; Leslie F. Muter of Muter Co.

CORONATION

Willys to Pay $215,000

CBS radio and television coverage of the Coronation of Queen Elizabeth II will cost Willys-Overland, whose contract to sponsor it was announced the weekend of Dec. 20 [B•T, Dec. 22, Dec. 15], a total of approximately $215,000.

Time and talent costs for CBS-TV's coverage of the London ceremonies were estimated at about $135,000, while those for CBS Radio's broadcasting of the event were placed at about $80,000.

CBS-TV is understood to be planning to devote a total of about two hours to the Coronation. CBS Radio was said to be planning about three hours—one in the morning, one in the afternoon, and one during the evening. Final arrangements are being worked out by Wells Church and Sig Mickelson, news and public affairs directors for CBS Radio and CBS-TV, respectively.

Willys-Overland also sponsors the New York Philharmonic broadcasts on CBS Radio and participates in sponsorship of the 90-minute *Omnibus* program on CBS-TV. Referring to these shows and the contract for coverage of the Coronation next June 2, Ward M. Canaday, president of the automobile company, said:

"In behalf of the new Aero Willys passenger cars, we are proud to be able to combine the best in radio and television broadcasting in bringing before the public the finest in automotive design and production. Willys-Overland realizes that good taste is the essence of good salesmanship and is the basis of American appreciation and acceptance of quality merchandise."

Agency for Willys-Overland is Ewell & Thurber Assoc., New York.

NBC's radio and television coverage of the Coronation will be sponsored by General Motors [B•T, Dec. 15]. Detailed plans have not been revealed.

CHICAGO FM

19 Stations Join Drive

NINETEEN FM-AM broadcast stations in the Chicago area will contribute more than 5,000 spot announcements urging listeners to ask stores for FM demonstrations, according to Edward A. Wheeler, WEAW (FM) Evanston, chairman of the broadcaster-distributor FM campaign to be held in February.

Special programs on FM are being arranged by the group. Virgil E. Otto, Chicago Electric Assn., is supervising the campaign for the association. C. F. Parsons, Zenith Radio Corp., is chairman of the association's standing radio-TV committee. At least 80 outdoor billboards will be used to promote the campaign. John H. Smith Jr., NARTB FM director, is coordinating the drive to stimulate FM sales and listening.

HOLIDAY SPIRIT

Wreathes Stations' Programs

STATIONS across the nation decked their program schedules with boughs of holly, in keeping with the advent of Yuletide.

Among stations which last week had reported their special Christmas activities were:

WEEI Boston offered a festival of music to commuters of the Boston & Maine Railroad for the 14th consecutive year. WEEI aired seasonal music at Grand Concourse of North Station from Dec. 17 through Dec. 24.

WALK-AM-FM Patchogue, Long Island, N. Y., presented several Christmas transcriptions and remotes, including a program of carols by combined choirs of all Patchogue churches.

WIP Philadelphia went all out for Christmas week festivities with programs designed for fun, music and the holiday spirit. Schedule included nationally known stars and music units.

WDTV (TV) Pittsburgh offered viewers the most elaborate Christmas programming in the station's four-year history.

WFIL-TV Philadelphia, among other offerings, presented "The Story of Silent Night" for the sixth consecutive year, midnight to 12:30 a.m. Christmas Day.

United Broadcasting Co. held its annual Christmas party Dec. 14 at Washington's Shoreham Hotel for executives of UBC stations: WOOK WFAN (FM) Washington; WANT Richmond, Va.; WARK Hagerstown, Md.; WSID Baltimore, and WINX Rockville, Md.

WRC, NBC outlet in Washington, D. C., presented "Amahl and the Night Visitors" Dec. 20.

WNBW (TV) Washington offered Midnight Mass from St. Patrick's Cathedral in New York from midnight to 2 a.m. Dec. 25.

WWDC Washington broadcast the Christmas Tree lighting ceremony from the White House front lawn Dec. 24. Ceremony featured an address by President Truman.

WGAY-AM-FM Silver Spring, Md., on Christmas Day, aired a four-hour "Christmas Festival" for the fifth consecutive year. Show featured Christmas stories and songs.

WATV (TV) Newark, N. J., on Dec. 23 offered a new play entitled "Christmas Junction." Play was written by Don Luftig, WATV staff director.

WHIM Providence, R. I., for the sixth consecutive year, serenaded downtown Christmas shoppers with a daily noontime program of holiday music.

WGY Schenectady's Dec. 19 show, "Christmas Around the World," featured boys and girls from Canada, Australia, England, France, Italy and Greece telling what Christmas is like in rural areas in their countries.

WBAL-TV Baltimore began its Christmas programming Dec. 13 with a slate of Christmas music sung by combined glee clubs. Dec. 21, the station presented its own drama, an especially written story, entitled, "The Christmas Sparrow."

WMAR-TV Baltimore, for the fifth straight year, telecast 2½ hours of Christmas services Dec. 24.

WTAG-AM-FM Worcester, Mass., presented the biggest Christmas party in the station's history Dec. 13. Two-hour show was presented in the 3,000-seat Poli Theater.

WDSU-TV New Orleans, for the fifth consecutive year, telecast Midnight Mass from the city's St. Louis Cathedral, beginning midnight, Dec. 24.

WDEF Chattanooga, Tenn., entertained more than 5,000 youngsters at the station's second annual Children's Christmas Party.

WTVJ (TV) Miami, Fla., offered an original play, "Christmas in Korea," Christmas Eve. Play was written by Arthur L. Gray, WTVJ national sales manager.

WNOX Knoxville enriched the city's Empty Stocking Fund campaign by $2,000, raised through a special broadcast Dec. 12.

WELP Easley, S. C., helped underprivileged children by promoting the city's "Doll House," a collection and distribution center for toys and other contributions.

WENK Union City, Tenn., for the fifth consecutive year, gave enthusiastic support to the local Junior Chamber of Commerce's "Chimes for Charity" project.

WLW and WLWT (TV) Cincinnati talent staffs said "Merry Christmas" to their audiences in a two-hour "Holiday Hellos" simulcast Dec. 21.

WJEL Springfield, Ohio, presented two special programs of Christmas music, featuring a local well-known blind organist.

KRES St. Joseph, Mo., observed Christmas Eve by carrying three separate church services that night and early Christmas morning.

Kukla, Fran & Ollie (NBC-TV), under the direction of Burr Tillstrom, entertained at the annual Christmas Party of the Chicago Television Council.

Kling Studios, Chicago, presented a special puppet feature, "Jingle All the Way" for children of employes, clients and friends.

WJR Detroit, among other season programs, on Dec. 24 offered "Bud Guest's Special Christmas Party."

WNAX Yankton, S. D., presented more than 700 gifts and over $100 in cash to the nearby Sioux City (Iowa) Boys and Girls Home, at its eighth annual Christmas Party.

KMOX St. Louis, for the 17th consecutive Christmas Eve, presented Midnight Mass from what was reported to be the oldest permanent white settlement west of the Mississippi River. Services were aired from the historic Catholic Church in St. Genevieve, Mo.

KDYL-TV Salt Lake City brought Christmas into the children's wards of several local hospitals, through an entertainment troupe, which included a Santa Claus.

KSFO San Francisco on Dec. 21 broadcast a complete performance of Bach's "Mass in B Minor."

KFEL-AM-FM Denver on Dec. 19 aired the Christmas Tree Lighting Ceremony from the City & County Building in Denver. Program featured city's leading choirs.

KROW Oakland presented a five-hour Christmas greeting to northern California Dec. 24. Program included carols, cantatas and other Yuletide music.

FTC IN LATHER

Eyes Chlorophyl Ads

CHLOROPHYL — the chemical agent which has changed many a pink toothbrush to green and given gag writers new heart— has fallen under the scrutiny of the government. The Federal Trade Commission Dec. 19 directed its Bureau of Industry Cooperation to hold a conference on advertising claims made for chlorophyl and chlorophyl products.

The commission said it felt a meeting "to be in public interest at this time because (1) of the many all-inclusive advertising claims made in various newspapers and other media [including radio and TV], and (2) the conflicting statements made by the experts quoted in such advertising."

All available scientific and other data will be explored and developed by FTC with a view toward taking possible corrective action, the commission added.

BIG '53 SET SALES

Johnson Sees in Old TV Cities

BIGGEST sale of TV sets will continue for some time in established markets where competition is heavy, supplemented by demand in areas opening up to the medium, with both markets offering a potential of six million sets in 1953 if newly licensed stations take the air when scheduled, in the opinion of W. C. Johnson, vice president in charge of sales for the Admiral Corp., Chicago.

Mr. Johnson estimates the six million figure after analyzing results of new television stations going on the air, replacement of small screen or obsolescent receivers, and the "trend" to family ownership of two or more sets. He believes 750,000 to 1,250,000 of the sets sold in 1953 will be marketed in new TV cities, since some 100 stations have scheduled starting dates that year.

OREGON'S Only
50,000 WATT STATION
KEX ABC Affiliate in Portland
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio is King!

King with the listeners!

They've given WWDC the best ratings we ever had — against the toughest kind of radio and TV competition.

King with national spot advertisers!

They've spent more on WWDC in the first 11 months of 1952 than in any similar period in our history.

King with local advertisers!

They spend more money on WWDC than any other radio station in the Washington area.

Yes! The king of the advertising buys is radio! And the king of the stations in Washington is WWDC! Let your John Blair man give you the whole WWDC story.

In Washington, on a value basis—

WWDC is King

Represented nationally by John Blair & Co.

ACLU INQUIRY

Hits Subversive Hearing

AMERICAN Civil Liberties Union said last week that it has urged the Senate Judiciary subcommittee probing subversive infiltration of radio, television and the entertainment industry to guarantee fairer procedures for persons accused at hearings.

In a letter to Sen. Pat McCarran (D-Nev.), Judiciary Committee Chairman and subcommittee member, ACLU expressed opinion that activities of the subcommittee investigation of the Radio Writers Guild were not in accordance with due process of law.

The letter declared that persons attacked in testimony should be permitted "to submit statements to testify on their own behalf, to cross-examine and confront their accusers and to present a limited number of witnesses." It noted that the ACLU did not oppose the scope of the subcommittee's investigations "so long as they are limited to subversive activities and do not infringe upon the personal and political views of individuals."

ACLU's letter pointed out that three previous messages to Sen. McCarran had failed to elicit a statement as to the truth or falsity of a charge that part of the testimony of one witness at the RWG hearings, Welbourne Kelley, had been suppressed by the subcommittee. ACLU commented, in this connection, that it did not know whether testimony had been suppressed, but "merely wished to inquire" whether there was any foundation for the charge.

Paley Commission

PRESIDENT Truman last week thanked the National Security Resources Board for its work in connection with recommendations offered by his Materials Policy Commission under CBS Board Chairman William S. Paley. NSRB agreed with the Paley commission that a long-range program should be instituted to assure the U. S. of adequate raw materials. The recommendations will be explored at a national conference on materials policy, to be held in Washington, D. C., early next year.

air-casters

BOB STROH, chief announcer, WCOG Greensboro, N. C., promoted to program director. **BILL OWNBEY**, announcer, WHPE High Point, N. C., returns to WCOG in same capacity. **NORMAN GERO**, WAYS Charlotte, and **JOHN PARKER**, WGH Newport News, Va., added to WCOG announcing staff.

PAUL DROUBAY to KEEP Twin Falls, Ida., as program director.

JERRY LEIGHTON, chief announcer and special events director, WSAZ-AM-TV Huntington, W. Va., to WSBA-TV York, Pa., as chief announcer and production manager.

WEBLEY EDWARDS, producer-m.c. of *Hawaii Calls* on MBS, adds duties of executive producer at KONE (TV) Honolulu.

Mr. Edwards

STU WILSON, production manager, KBIG Avalon, Calif., adds duties as public service director.

WILLIAM N. ROBSON, Hollywood radio-TV writer-director, appointed to executive council of Radio & Television Directors Guild, that city, succeeding **ELLIOTT LEWIS**, director of CBS Radio *Suspense*, resigned.

MARION BELL appointed publicity director, WDOK Cleveland.

J. HENRY BOREN to KSL-AM-TV Salt Lake City, as merchandising director, succeeding **MELVIN B. WRIGHT**, who has resigned [B•T, Dec. 22].

KENNETH LLOYD MAPES to WOR-TV New York as scenic designer, replacing **RAY TEMPLE**, who has resigned.

WILLIAM HOHMANN named research supervisor at ABC Chicago, replacing **BOB ANDERSON**, who has joined research staff of Admiral Corp., same city.

DICK MILLER to production staff of *Welcome Travelers*, aired on NBC-AM-TV from Chicago.

BOB MARCUS, news bureau, KNX Hollywood, shifts to editing department, CBS that city.

BOB RYAN, news editor, KJR Seattle, to KING same city, as disc jockey.

DON MORTIMER, production staff, WBAL-TV Baltimore, appointed film editor there. **JACK MARSH** added to station's production staff.

ROBERT P. ANDERSEN Jr., director of television program operations, KNXT (TV) Hollywood, to KECA-TV Los Angeles as nighttime supervisor.

PAUL E. X. BROWN, announcer-sports editor, WERD Atlanta, appointed chairman of Negro Div., 1953 March of Dimes campaign.

CHRISTINE PETERSON appointed record librarian at WSYR Syracuse, replacing **BARBARA FETHERSTONE**, who has resigned. **PEGGY CARR** returns to cast of WSYR-TV's *The Jim Deline Gang*, as vocalist.

HENRY SCHACHT, agriculture director, KNBC San Francisco, has won Ralston-Purina Co.'s award for best promotion job done on any program under its sponsorship in Central Pacific region.

RAYMOND E. NELSON, producer-writer-reporter of Mutual's *Rod and Gun Club of the Air*, appointed outdoors editor of *Real*, men's magazine.

VI STOKESBERRY, hostess on *Queen of Clubs* program on WTVJ (TV) Miami, presented with award from PTA of Liberty City primary school for "outstanding service to Miami community in helping to preserve lives of our boys and girls."

E. H. MEEKS, director of sales promotion, WTOP Washington, to WMAL same city, as director of promotional and publicity activities replacing **JOHN GHILAIN**, head of promotion, and **VAN DeVRIES**, head of publicity, who have resigned.

GUY LEBOW, WPIX (TV) New York announcer and sportscaster, appointed TV sports chairman of March of Dimes for fifth consecutive year.

MARY SINCLAIR, CBS-TV actress, has terminated her motion picture contract with Paramount Pictures through mutual consent and returned to New York for video work.

JOYCE TERRY, Hollywood radio actress, assigned role in Wisberg-Pollexfen feature film, "The Neanderthal Man."

IRENE TEDROW, who portrays Mrs. Archer on ABC radio *Meet Corliss Archer*, assigned role in James Cagney Productions feature film, "A Lion in the Streets."

RON HAGGARTHY, star of *Files of Jeffrey Jones* TV film series, assigned role in 20th Century-Fox feature film, "Fight Town."

DUDE MARTIN and **SUE THOMPSON**, star and vocalist, respectively, on KTTV (TV) Hollywood *Dude Martin Show*, were married Dec. 15.

JACK PAVIS, press writer at ABC Chicago, and Lila Fortier have announced their engagement.

GEORGE THOMPSON, ABC Chicago guest relations manager, father of girl, Chaya Lucette, Nov. 26.

CHUCK FULLER, WORZ Orlando, Fla. program director, father of boy, Charles Arthur Hunter, Dec. 15.

BENDIX CANCELS

Closed Circuit Theatre TV

CLOSED circuit theatre telecast to dealers, scheduled by Bendix Home Appliances Div. of Avco Mfg. Co., South Bend, Ind., has been cancelled because of clearance problems. According to Edward C. Herbert, advertising manager, the theatre and distributor meeting availabilities did not coincide, and the company decided to conduct its regular sales training sessions in each individual market as in the past.

The closed circuit telecast was to have originated in Chicago Garrick Theatre Dec. 30, with more than 40 movie houses picking up the transmission from coast-to-coast for dealer instruction on the new (and first) line of kitchen appliances.

Media plans to back the new line in the biggest advertising campaign of the company's history are being completed now in South Bend and at the Bendix agency, Earle Ludgin in Chicago, where George A. Rink is account executive. Radio and television spots will be used, but the quantity has not been determined. Much of the spot business is expected to be bought on a dealer coop basis. The company also plans to use network television, and tentatively has decided upon participation in NBC-TV's *Today*. The broadcast schedule is not expected to take the air until late February or March.

SEATTLE SURVEY

Junior League Conducts

A SURVEY of locally produced television shows began this month in Seattle, under the auspices of the Junior League there, with completion scheduled for Feb. 1. Only one such survey has been conducted in the U. S. before—in the Los Angeles area two years ago, according to Mrs. Charles M. Clark, chairman of the League's radio and TV committee.

More than 70 Junior Leaguers are taking part in the survey, which will be based on the following questions:

1. What was the program attempting to put across? Was it accomplished?
2. What was the quality of the production? The writing? The sets? The actors? The director? The camera technique?
3. Was the pace and timing of the program good or bad?
4. Was the program televised at a suitable hour?
5. Was the commercial suitable and well handled?
6. Any additional criticism?

The questions are to be answered by set-owning members of the Junior League and others of the general public, after several months' observation of specific programs.

Awards are planned for those programs found to be of high standard, according to Mrs. Clark. She asserted the opening of additional channels in the Seattle area will raise the standard of programs already produced on KING-TV Seattle.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

'52 SET RECORD

For Electronics—Balderston

ELECTRONICS industry made greater strides in 1952 than in "any previous 12 months," William Balderston, Philco Corp. president, said last week. He specified microwave communications, transistors and color television.

Microwave communications stepped "from the engineering stage into reality" during 1952, Mr. Balderston said, adding microwave has been used by utilities, pipe line companies and railroads, with industry sales of microwave equipment about $25 million and a backlog of orders in "the hundreds of millions."

He said limited use of transistors may be made in industrial equipment during 1953 and "certainly in 1954." He praised "tremendous strides" in 1952 by the National Television Systems Committee, a group representing makers of TV equipment, for work toward a compatible color TV system, although he said he did not believe color TV can go on the market for "some years to come."

Mr. Balderston predicted a record year for manufacturers of TV receivers, stating, "We expect at least 6.5 million will be manufactured in 1953," to compare with 6 million sets in 1952. He said Philco believes the 7 million radio sets made in 1952 will be increased to 8 million in 1953.

Philco sales in 1952 set a record of $350 million and the firm expects further sales gains in 1953, he said. He said Philco's Government and Industrial Div. operations were increased in 1952 and that Philco now has a backlog of $160 million in orders for defense equipment.

He said Philco expects national income to continue rising in 1953 and government expenditures to remain high from Congressional appropriations already made.

RAYTHEON Mfg. Co., Waltham, Mass., has declared quarterly dividend of 60 cents per share on $2.40 cumulative preferred stock for payment on Jan. 1 to holders of record at close of business Dec. 15.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

allied arts

JOHN L. McCAFFREY, president of International Harvester Co., Chicago, elected a director of AT&T, N.Y.

RICHARD A. GRAVER, vice president-general manager, Capehart-Farnsworth Corp., Ft. Wayne, Ind., to Hallicrafters Corp., Chicago, as vice president and director of marketing.

W. J. GOERISCH appointed central district sales manager, Graybar Electric Co., Chicago, replacing **L. C. ESTHUS** who moves to Des Moines as firm's sales manager there. Mr. Goerisch is succeeded as general power apparatus sales manager in N. Y., by **B. P. VanINWEGEM**.

RICHARD WEINER appointed head of newly opened Milwaukee office of Weiner-Morton & Assoc., Madison, Wis., public relations firm.

A. D. HAMMOND, Atlanta district manager of Graybar Electric Co., N. Y., and **J. W. FRAZIER**, Kansas City district manager, elected to company's board of directors.

EVERETT BERNARDO appointed midwest sales representative for H. H. Buggie & Co., Toledo, electronic device and component parts manufacturer. He will be headquartered in Chicago.

Equipment . . .

BROADCAST EQUIPMENT SPECIALTIES Corp., Richmond Hill, L. I., announces production of new portable tape recorder called Travis "Tapak." Unit will be distributed by Terminal Radio Corp., N. Y.

RADIO TUBE Div., Sylvania Electric Products Inc., Emporium, Pa., announces production of miniature, high perveance, double triode, vertical deflection amplifier, Type 12BH7.

WARD E. RICE INDUSTRIES, Gary, Ind., announces production of Spra-Kleen, electrical contact cleaner and lubricant in pressurized dispenser can. New product eliminates necessity for removing controls and other components from radio or TV chassis because of pressure feature.

Technical . . .

JACK ALMON to WCOG Greensboro, N. C., as control operator.

'PITCH DEAL'

Whitmore, Green Sued

NEWEST radio pitch deal of Ralph A. Whitmore backfired Monday when he and Phillip E. Green, his partner in Famous Perfumes Co., were sued in Los Angeles Federal Court by three internationally known perfume companies for trademark infringement and unfair competition.

Demanding an accounting of all profits made, Chanel Inc., Lanvin Perfumes Inc., and Guerlain Inc., in the injunction suit allege the defendants illegally marketed perfumes under trade marks owned by those three companies.

Gail B. Selig, attorney for the plaintiffs, said the perfumes marketed by the two men were bottled in tiny capsules containing a few drops of liquid with fragrance indicated by varying colors on each. Suit charges products capsuled by the defendants and sold for $1 is of inferior quality.

A defendant in the notorious 1951 Christmas tree ornament "pitch deal" on radio and TV, Mr. Whitmore and his then partner Harold Cowan stood trial early this year on charges of mail fraud. The case was thrown out of court when Federal Judge Leon R. Yankwich ruled that no intent to defraud had been proved[B•T, Jan. 21].

The two men reportedly hauled in more than $100,000 in the Christmas tree pitch, but later filed bankruptcy petitions.

AP ELECTIONS

N. Y. Assn. Names Brown

ELECTION of officers was held at annual meeting of New York State Associated Press Broadcasters Assn., Hotel Ten Eyck, Albany, Dec. 7-8. New officers are: Thomas Brown, news director WGVA Geneva, president, and Monroe Benton, WNYC New York news director, vice president. Norris Paxzon, Albany bureau chief, was re-elected secretary-treasurer.

CBS 20-Year Club

AT CBS Hollywood's annual Christmas party, 15 new members of the network's 20-Year Club were installed. New members are Edith Todesca, radio-TV personnel assistant; Les Bowman, radio-TV director of technical operations; James Melick, executive assistant to radio-TV management; Wilbur Hatch, CPRN musical director; Fred Olson, radio-TV concert master and contract manager; Larry Lazarus, radio-TV budget supervisor, and radio-TV engineers Paul O'Hara, Carl Campbell, Harry Felch, Ben Harper, Leo Shepard, Herman Bruck and Henry Peterson.

WEC OUTLOOK

Gwilym Price Optimistic

AMERICAN industry's postwar foresight and willingness to take a risk have paid off for the nation during 1952, Gwilym A. Price, president, Westinghouse Electric Corp., said last week in a year-end statement.

"The great expansion of productive capacity since 1946 made it possible during the past year to turn out an ever-increasing volume of defense equipment and at the same time maintain a high level of consumer and industrial goods production," Mr. Price declared.

The electrical industry, he continued, is at the forefront of this two-pronged productive effort. "It is aiming at new high levels of defense production, while at the same time increasing output of such consumer goods as appliances and television sets and industrial products."

Since the start of 1946, Mr. Price said, Westinghouse has invested $245 million in new plants and improved facilities. By 1955, he added, this investment will amount to some $450 million and the increase in productive capacity will be 125%.

Mr. Price said "engineering and production-wise, 1952 marked a new peak in the history of Westinghouse growth and accomplishment."

Optimistically, the WEC president commented that "barring an unexpected turn of events in the international situation, industry's 1953 course should be one of continued high production. . . . We believe the business outlook for Westinghouse is most favorable."

FARM FEDERATION

Espouses TV's Freedom

TELEVISION is "an excellent medium" for disseminating information and should be as free as other media, the American Farm Bureau Federation declared at its national convention in Seattle Dec. 11.

The federation adopted a resolution urging its board of directors to give "prompt attention" to TV channel allocations with the objective of encouraging maximum use by private institutions.

Another BMI "Pin Up" Hit

TILL I WALTZ AGAIN WITH YOU

Published by Village

On Records:

Teresa Brewer .....(Coral)
Russ Morgan .....(Decca)
Dick Todd .....(Decca)

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FCC actions

DECEMBER 19 THROUGH DECEMBER 24

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-sychronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPI Birmingham, Ala.—License for CP, which authorized increase in D power. AMENDED to change name of applicant to The Television Corp.

APPLICATION RETURNED

License for CP

WJXN Jackson, Miss.—License for CP which authorized change in trans. location, installation of new trans. and change in ant. type.

TENDERED FOR FILING

Modification of CP

WDEL-TV Wilmington, Del. — Mod. CP, which authorized change in facilities, to change type transmitter from that specified in application.

December 22 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLSA Andalusia, Ala.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

KBIM Roswell, N. M. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and make changes in ant. system.

WBAW Barnwell, S. C. — Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WRIS Roanoke, Va.—Mod. CP, which authorized new AM, for approval of ant. and trans. location. AMENDED to specify studio location.

KCHY Cheyenne, Wyo. — Mod. CP, which authorized new AM, for approval of ant., trans., and studio location.

Replace Expired CP

WANA Anniston, Ala.—CP to replace expired CP, which authorized new AM, to be operated on 1490 kc, 250 w-unl.

Extension of Completion Date

KLCN Blytheville, Ark. — Mod. CP, which authorized change in frequency, for extension of completion date.

WJIM Lansing, Mich. — Mod. CP, which authorized change in ant. system, for extension of completion date.

KFYO Lubbock, Tex.—Mod CP, as mod., which authorized change in facilities, for extension of completion date.

Change Name

KSON San Diego — Mod. license to change name to C. Fredric Rabell and Dorothy Johnson Rabell d/b as KSON Bcstrs.

License for CP

KLIL Estherville, Iowa—License for CP, which authorized new AM.

Change Transmitter Type

WKIK Leonardtown, Md.—Mod. CP, which authorized new AM, to change type trans. and make changes in ant. system.

Replace Expired CP

WLON Lincolnton, S. C.—CP, to relace expired CP, which authorized new AM, to be operated on 1270 kc, 500 w-D.

License Renewals

Following stations request renewal of license:

KHUB Watsonville, Calif.; WCVI Connellesville, Pa.; KPKW Pasco, Wash.; KFEL-FM Denver, Col.; WMBR-FM Jacksonville, Fla.; WIOD-FM Miami, Fla.; WHOO-FM Orlando, Fla.; WGBA-FM Columbus, Ga.; KROS-FM Clinton, Iowa; KRNT-FM Des Moines; KCSJ-FM Sioux City, Iowa; KVOL-FM Lafayette, Ind.; WLAP-FM Lexington, Ky.; KWKH-FM Shreveport, La.; WBSM-FM Bedford, Mass.; WBCM-FM Bay City, Mich.; WTCN-FM Minneapolis, Minn.; KFUO-FM Clayton, Mo.; KCHR (FM) Farmington, Mo.; KDRO-FM Sedalia, Mo.; KTTS-FM Springfield, Mo.; WBT-FM Charlotte, N. C.; WNAO-FM Raleigh, N. C.; WOHS-FM Shelby, N. C.; WCAE-FM Pittsburgh, Pa.; WCSC-FM Charleston, S. C.; WISC-FM Madison, Wis.; WJMC-FM Rice Lake, Wis.; WCRS-FM Greenwood, S. C.; WPDX-FM Clarksburg, W. Va.

December 23 Decisions . . .

BY BROADCAST BUREAU

Remain Silent

WSAJ (FM) Grove City, Pa.—Granted authority to remain silent for period Dec. 20 through Jan. 5, 1953, to observe Christmas vacation.

Cancel License

WIBM-FM Jackson, Mich.—Granted request to cancel license and delete FM.

WMBI-FM Chicago, Ill.—Granted request to cancel license and delete FM.

License Granted

WFOB-FM Fostoria, Ohio — Granted license covering changes in FM; Ch. 244; 1 kw, ant. 215 ft.

WAPI Birmingham, Ala.—Granted license covering increase in D power from 5 kw unl. DA-N, to 5 kw-N 10 kw-LS, DA-N unl.

WEVA Emporia, Va.—Granted license for new AM; 1400 kc, 250 w unl.

Modification of CP

WHVF Wausau, Wis.—Granted mod. CP to change trans. location to north of Wausau Ave.; change type trans. and make changes in ant. system; condition.

WGGA Gainesville, Ga. — Granted mod. CP to change trans. location; conditions.

Cancel License

KWTN Crystal City, Tex.—Granted request to cancel license and delete call letters effective Dec. 15, 1952.

Change Type Transmitter

KSVC Richfield, Utah — Granted license covering change in type trans.

KOVO Provo, Utah — Granted mod. CP to change type trans.

Extension of Completion Date

Granted mod. CP's for extension of completion dates, as shown:

WBRY Waterbury, Conn., to 2-15-53, condition; WRDB Reedsburg, Wis., to 2-21-53; KMYC-FM Marysville, Calif., to 1-7-53; KTHS Little Rock, Ark., to 4-1-53, conditions; WNAC-FM Boston, to 1-15-53; KWOC-FM Poplar Bluffs, Mo., to 7-14-53.

Granted License

KANU (FM) Lawrence, Kan.—Granted license for noncommercial educational FM; Ch. 218; 35 kw.

WGAR-FM Cleveland, Ohio—Granted license for new FM; Ch. 258; 31 kw; ant. 410 ft.

WKRC-FM Cincinnati, Ohio—Granted license covering changes in FM.

Granted CP

WQAN-FM Scranton, Pa. — Granted

POWELL ELECTED

Is President of TWA

DICK POWELL has been elected president of Television Writers of America, Hollywood group currently in NLRB hearing over jurisdictional dispute of video writers on network shows. He succeeded Charles Isaacs, pro tem president.

Other officers elected were John Fenton Murray, vice president, and Bob White, secretary-treasurer. Named to two-year terms as board directors were Jess Oppenheimer, Charles Isaacs, Ann Kazarian and Hal Goodman. One-year terms went to Seaman Jacobs, Shelby Gordon, Ben Freedman, Ben Brady, Nate Monaster, Bernie Ederer, Phil Sharp and Jack Elinson.

CAB VOTE PLANNED

On Survey Standards

CANADIAN broadcasters at their annual meeting in March at Montreal will be asked to vote on establishment of standards for listener surveys. At a joint meeting of directors of the Canadian Assn. of Broadcasters and the Bureau of Broadcast Measurements, it was decided to ask the CAB annual meeting to approve of a full-time BBM research director, who among other duties would set up standards for firms making listener surveys.

Duties of the research director also would include suggestions for improving the BBM system, examining systems of listener survey companies, informing agencies and advertisers of the merits and limitations of these survey systems, and other jobs for improving audience surveys of all kinds used for broadcasting.

Real significance of this move is that it will allow Canadian stations to use whatever listener survey service they wish pending a seal of approval system to be developed by the full-time research director to be appointed.

FOR FINEST TAPE RECORDING

WSM
Nashville, Tenn.
USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

225 W. Ohio St., Chicago 10, Ill.

Merle V. Watson, Inc.

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVI[illegible] & B[illegible]BEAU
TELEVISION PROJECT[illegible] CONSULTANTS
STATION PLA[illegible]NG and OV[illegible]LL GUIDANCE
P. O. BOX 996 SCHEN[illegible]ADY, NEW YORK

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 8-7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 8-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington, D. C. Dallas, Texas
1605 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
ADAMS 2-2261
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 7-3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 7-2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 7-6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church St., N.W. DEcatur 2-1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO. 9-3266
HOLLYWOOD 28, CALIFORNIA

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Lil: er, ChEng
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

CP to make changes in licensed FM; Ch. 297; ERP 1.8 kw; ant. 1,200 ft.

KNX-FM Los Angeles, Calif.—Granted CP to change ERP from 59 kw to 72 kw, and ant. from 2,800 ft. to 2,750 ft.

Modification of CP

WAEW Crossville, Tenn. — Granted mod. CP for approval of ant., trans. and studio locations; condition.

Extension of Completion Date

KNBR North Platte, Neb.—Granted mod. CP for extension of completion date to 2-15-53; condition.

Cancel License

KSTP-FM St. Paul, Minn.—Granted request to cancel license and delete FM.

Granted STA

WFPG-TV Atlantic City, N. J. — Granted STA to operate on commercial basis on Ch. 46 except for waiver of Sec. 3.687 of Rules with respect to operation without visual and aural frequency modulation monitoring equipment, for the period Dec. 13, 1952 to May 13, 1953.

(Continued on page 75)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager, independent, 100,000 New England City. Prefer man ambitious to learn management. Excellent opportunity. Box 346S, BROADCASTING • TELECASTING.

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Deal directly with owner by writing in care of Box 355S, BROADCASTING • TELECASTING.

Salesmen

Opportunity for aggressive salesman Northeast indie, TV applicant. Advancement for good man. Opening January, February. Box 331S, BROADCASTING • TELECASTING.

Proven background to sell radio in medium-size 5-station Midwest TV market. Must be man who wants to make good money and take roots in the community. Salary and commission. Reply. Box 353S, BROADCASTING • TELECASTING.

Salesman for full time independent in Major Southern market. Good drawing account against 15 percent commission. Contact Commercial Manager, WBGE, Atlanta, Georgia.

Announcers

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Good announcer with first class ticket. Permanent, good pay, good working conditions. Northeast area. Write Box 288S, BROADCASTING • TELECASTING.

Two announcers preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

Experienced announcer - salesman, thirty or older, for staff expansion Midwest kilowatt, network affiliate. Give all details first letter. Reply Box 317S, BROADCASTING • TELECASTING.

Northeast indie, TV applicant, has immediate opening for engineer, with or without experience. Box 330S, BROADCASTING • TELECASTING.

Announcer with first class license. Experience necessary. Small town, 25-watt operation with good salary and living conditions. Box 341S, BROADCASTING • TELECASTING.

Top flight DJ to take over morning spot. Pay is dependent on ability to build and maintain audience. Box 361S, BROADCASTING • TELECASTING.

Help Wanted—Announcer on his way up for progressive Southeastern Michigan station with plans as big as your ambitions. Good ad lib, emphasis on news and sports. Send audition and details to Box 362S, BROADCASTING • TELECASTING.

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-South market, TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Average-good announcer with first class ticket. Engineering knowledge unnecessary. Ideal working conditions spacious modern studios. Start $350.00 monthly plus. KLEA, Lovington, New Mexico.

Good combo man needed by Southwest CBS affiliate, $91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Newsman, announcer, writer for Wyoming pioneer station. Fine equipment personnel. Advise salary desired. 48 hours weekly. Air mail audition, picture, full particulars KSPR, Casper, Wyoming.

5000 watt NBC affiliate in city of 15,000 needs experienced announcer with copywriting ability. Duties will include some continuity writing. Send audition, disc, photo, reference, and detailed letter giving background, marital status, salary expected and telephone number to Ray Beels, KVGB, Great Bend, Kansas.

Newsman to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

WDOB, Canton, Mississippi needs three announcer-engineers. $1.60 per hour plus time and half all over forty hours. Rush audition, photo, and resume.

Combination announcer-engineer, first class ticket. Permanent, in fast growing city. WMDN, Midland, Michigan.

Competent announcer with air personality and civic consciousness. Well paying job for experienced man. WMIX, Mt. Vernon, Illinois.

Wanted: Experienced announcer—call, wire or write Radio Station WRRF, Washington, North Carolina.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted: 3 combination engineer-announcers, heavy on announcing. Pay is well. All correspondence held in strict confidence. Location North Louisiana. Box 280S, BROADCASTING • TELECASTING.

Girl announcer-engineer, first ticket, to originate midnight to morning music program. $86.40 for 40 hours. Leading Northwest independent. Box 325S, BROADCASTING • TELECASTING.

Engineer by station in large Texas city. Experience unnecessary. Box 329S BROADCASTING • TELECASTING.

First phone: transmitter operator, no experience required. Write or call Bill Ross, KODI, Cody, Wyoming.

Combination engineer announcer wanted immediately. Must have good voice. Experience not necessary. Send details, photo, and tape. KOWB, Laramie, Wyoming.

Engineer, some announcing. Good pay, Wadena, Minnesota.

Help Wanted (Cont'd)

Engineer for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from $75.00 to $92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class transmitter engineer, car necessary. Phillip R. Hurlbut, WCSI, Columbus, Indiana.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Immediate opening for transmitter operator. Must have first phone license and broadcasting experience. Well paying job with good hours. Must have car. Call or wire WMIX, Mt. Vernon, Illinois.

Combination engineer-announcer. Contact H. Tom Morris, Radio Station WNCA, Siler City, North Carolina. Position open at this time. Would like personal radio history, first phone, audition disc or tape.

Engineer studio transmitter operator. Send photo and resume of experience to WSRS, Cleveland, Ohio.

Wanted: combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi, The Home of Mississippi State College.

First phone; transmitter operator, WSYB, Rutland Vermont.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Wanted:-news man with good announcing voice to gather, write and edit local news. Must be experienced or must have background for position. Job requires some announcing, news casting, and use of tape recorder. Station has contacts, part time reporter and excellent local cooperation. Only live wire male will be considered. Ability more important than experience for this kilowatt Eastern Pennsylvania daytimer. Write Box 351S, BROADCASTING • TELECASTING.

Exceptional opportunities. Expanding indie, Pacific Northwest. One account executive, thoroughly experienced, who has confidence in the future of independent AM radio. Also, one experienced gal salesman. Also one top-notch gal continuity director. Send complete resume, background, references, photo. Continuity director also send samples of copy, salary requirements. Account execs will be offered attractive salary plus commission arrangement. These are strictly top-drawer openings in a rich, largely untapped, major market. We have a terrific staff now, want first-rate people to join us. Contact Kelly, KLIQ, Portland, Oregon.

Help Wanted (Cont'd)

NBC Michigan affiliate needs person with station traffic experience. Ideal working conditions plus good salary. If interested contact Ray Ulbrich, WSAM, Saginaw, Michigan. Telephone 2816-1.

Television

Salesmen

WJTV, Mississippi's first television station has opening for one well qualified salesman. Contact John Rossiter, WJTV, Jackson, Mississippi.

Production-Programming, Others

TV station in Southeast looking for experienced news man for permanent position. TV newsman desiring change or experienced radio news man desiring enter TV may qualify. Send all details including salary requirements and small photo. Box 290S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Successful local station manager desires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

Managed two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

General manager of one of most successful small station operations in Midwest desires change, preferably to station with TV plans. Experienced in all phases of radio, solid family man, leader in civic affairs. This man is in no hurry to change positions, but is looking toward his future and yours. Has complete record of achievements for inspection during personal interview. Box 344S, BROADCASTING • TELECASTING.

Manager-program director. 15 years radio experience, all branches, including 3 years profitable management. Sober, reliable, married. Will produce results with low overhead. Excellent references. Available immediatey due to sale of station. Particularly interested manage new station; build from ground up. Or PD metropolitan indie or network. Salary open. Box 345S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 356S, BROADCASTING • TELECASTING.

Salesmen

Ten years experience sales announcing. Like to work. No desk jockey. Vet, single, university Illinois graduate, not afraid long hours. Twice associate sales manager. Available after January 1953. Not interested temporary employment. State salary, commission, etc., chance to work up to sales manager first letter. Prefer Illinois; will consider all offers. Ed Woodmansee. 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Exceptional man available for station that needs a professional announcer. Box 340S, BROADCASTING • TELECASTING.

Outstanding authoritative news voice. Dozen years experience available as newscaster, editor, or program director. Box 365S, BROADCASTING • TELECASTING.

Announcer-1st phone, experienced all phases including sports. Minimum $85.00. Box 367S, BROADCASTING • TELECASTING.

Veteran, 23, completed radio-TV school; has first phone. Tape and photo on request. One year production experience Hollywood TV station. Prefers Western states. Box 370S, BROADCASTING • TELECASTING.

Hollywood actor, versatile talents, programs & sales ideas plus can make $$$ for you. Hear my voice. Phone Grant, 2239 Buffalo, New York.

XUM

Situations Wanted—(Cont'd)

Qualified announcer with experience desires position on the announcing staff of a Midwestern radio station. Johnny Hagan, 210 N. Kolin Avenue, Chicago, Illinois, Austin 7-5924.

Announcer-staff. Some New York experience. Resume, photo and audition disc on request. Good resonant voice very versatile. Draft exempt, married no children. Conscientious worker wishes to become part of good community. Wire collect, Carl Servel, 66 Riverside Avenue, Lyndhurst, New Jersey.

Disc jockey-salesman prefers South or Southwest stations. Write Steve Smigla, 3132 Irving Avenue, South, Minneapolis, Minnesota.

Technical

12 years experience AM-FM chief engineer wants combination job. Minimum salary—$350.00 per month. Box 363S, BROADCASTING • TELECASTING.

Chief engineer construction experience. Announcer now combination chief and PD. Box 368S, BROADCASTING • TELECASTING.

Mechanical engineer, 36, to graduate in '53, desires position assistant to president on radio or television network. Eleven years experience operating own sporting goods business and eight years secretarial experience. Box 371S, BROADCASTING • TELECASTING.

Engineer announcer, first class ticket, capable taking over chief within 90 days, CBS affiliate. Send audition and qualifications, Radio Station KEEP, Twin Falls, Idaho.

Production-Programming, Others

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

Need a TV administrative assistant? Have solid background in TV management, operation, public relations, sales and programming. Now in similar capacity with top TV outlet. Desire better opportunities. Can be of vital assistance to new organization or planning group. Mature family man with good record in TV. Best references. Complete details on request. Box 350S, BROADCASTING • TELECASTING.

Build top audience for you. Aggressive promotion, presentation major sports. Box 354S, BROADCASTING • TELECASTING.

Copywriter-announcer-strong stimulating copy. Live presentation sparkling personality. Good commercial delivery, straight, pitch, of ad lib experience my goal. Box 372S, BROADCASTING • TELECASTING.

Television

Technical

First phone engineer. 29, eight years 50 kw clear channel operator, five years film work, presently employed in TV control and projection, any location suitable, available January first. Box 347S, BROADCASTING • TELECASTING.

35 years old, 15 in AM, 10 as chief engineer. Want to learn television in station now operating or constructing. Box 357S, BROADCASTING • TELECASTING.

TV-camera, studio, control. 7 years AM announcer, 1st phone. Box 366S, BROADCASTING • TELECASTING.

Production-Programming, Others

TV production. Two years TV school with practical experience, radio experience. One year college. 30, married veteran. Box 342S, BROADCASTING • TELECASTING.

TV or radio news/special events editor. Solid background network TV, independent and network radio. Know programming. Family man wanting responsible position. Box 359S, BROADCASTING • TELEECASTING.

Experienced TV film specialist, formerly with medium sized Midwestern station. Capable of heading department, training crew. References. Ans. Box 360S, BROADCASTING • TELECASTING.

For Sale

Stations

Only radio station Northwestern town 8,000 population. Grossing $72,000.00 annually, netting $22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Start the new year right. Own your own station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

For Sale: Four complete WE 109A reproducer groups for vertical and lateral with two extra heads. Three heads and one arm need repair. Will sell individually or as package for best offer. Box 348S, BROADCASTING • TELECASTING.

General Radio 731-A modulation monitor. Good condition. Spare tubes. $200.00. Station KFSG, 1100 Glendale Boulevard, Los Angeles 26, California.

Western Electric 504 B-2 3 kw. FM transmitter now on the air. In use approximately 4 years. WAVU, P. O. Box 250, Albertville, Alabama.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter: on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI transmitter. R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

Magnecorder PT 6 AH - PT 6 J Practically new. Miss Wilkin. 1554 W. Howard Street, Chicago 26, Illinois. Hollycourt 5-6921.

Wanted to Buy

Stations

Wanted to buy—Small station in Illinois, Wisconsin or Minnesota. Send complete details. Confidential. Box 349S, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Used 50 kw transmitter up to 15 years old. hi-level preferred. Box 358S, BROADCASTING • TELECASTING.

Wanted: Barker-Williamson distortion meter and audio-oscillator in A-1 condition. Write Radio Station, KFTM, Fort Morgan, Colorado.

Used studio equipment for a 250 W AM station. Send details to Melvin E. Whitmire, Advertising Enterprises Ltd. Evanston, Wyoming.

One GE BT 1B 250 Watt FM transmitter. Write details of condition and price to George S. Woods, WRUN-FM, Rome, New York.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

WE NEED A SALESMAN
WHO HAS SALES
AND STATION MANAGER
POTENTIALS.

Our people are happy.
Producers make good money at the ABC Affiliate WRUN, Utica, N. Y. All replies confidential.

Situations Wanted

Announcers

I'M IN A DILEMMA. Am making a good living as a major market specialist announcer in the Northeast. But want to sell, promote, program direct, work like hell for a legitimate operation that has or plans TV. I'm 29, married, have 2 kids. Worked for 2 stations in 10 years. Past 5 at 50 kw indie. Not fortune hunting but seriously looking for hard work where it's appreciated. Best references. Box 343S, BROADCASTING • TELECASTING.

Television

Technical

ATT: TELEVISION CP HOLDERS

TELEVISION ENGINEER to take complete technical charge of planning, erecting, staffing and putting your station into efficient operation. UHF or VHF. Will act as consultant or as chief engineer on right deal. Would consider interest in station. Experience has included complete direction and operation of every engineering phase. Best references. Box 352S, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

Wanted—Three kw FM transmitter. Prefer complete unit. Quote complete price and history.

James F. Hopkins
Michigan Music Company, Inc.
2617 West Grand Blvd.
Detroit 8, Michigan.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Film Report

(Continued from page 63)

footage for times ranging from one to 60 seconds on both 16 and 35 mm film. Developed as an aid in production of commercials by Academy President **Bernard Howard**, the chart calendar is also being sent to anyone in the business requesting it. The three-color calendar features 12 cartoons by **Arv Miller**, whose book, *TV or Not TV*, will be published shortly.

Film People . . .

Bow Herbert, Chicago legitimate play producer, has been elected president of **Bo-Mor Productions**, Hollywood. Production is expected to get under way during January, according to **Richard Morley**, executive producer. Plans call for three half-hour TV film series.

* * *

George Fisher, sales executive with United Television Programs, joins **Guild Films Inc.**, New York, as district sales manager. He was formerly midwestern sales manager of Snader Telescriptions Sales Inc.

* * *

Rene Williams, original producer of *Invitation Playhouse* TV film series, and **Sherry Shourds**, assistant director for Warner Bros., join Revue Productions, Culver City, as associate producers on *America's Finest* and *Chevron Theatre* TV film series, respectively. **Robert Blumofe**, member of Paramount Pictures legal department, has joined the firm in an executive capacity.

* * *

Robert Meyer, director of press information, CBS-TV Hollywood, resigns effective Jan. 2 to join the creative board and writing staff of new Hollywood television film production company, now being organized.

* * *

Dawn Addams, formerly under contract to M-G-M, has been signed to portray the leading feminine role in CBS-TV *Alan Young Show*. Filming has started at Nassour Studios, Hollywood, with **Alan Dinehart** producing and **Edward Bernds** directing.

MANAGER *RADIO OR TELEVISION*
or both

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my experience to good use on a long-term basis.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 262S, BROADCASTING • TELECASTING.

TRANSCRIPTION record is being claimed at WOLF Syracuse. According to Ham Woodle, station program director, in 1952 he and members of the WOLF staff have written, produced and recorded some 3,000 commercial spot announcements for their own station as well as others throughout the U. S. What record this approaches, breaks or ties Mr. Woodle doesn't know but he feels "no other 250 w radio station . . . can lay claim to more transcribing of a varied nature than that performed at WOLF. . . ."

programs promotion premiums

MUSIC SERIES

FIRST in a new series of programs of the Hartford School of Music was heard over WDRC-AM-FM Hartford on Dec. 19. This is the third year such a series, featuring school personnel and advanced students, has been aired over the station.

AGENCY PROMOTION

A COMBINATION letter-opener, ruler and letter weighing scale is being distributed by S. W. Caldwell Ltd., Toronto advertising agency, transcription and film distributing firm, to Canadian advertisers, agencies and broadcasting stations. The nine inch long plastic letter-opener has a grip on one end for holding letters, and four weigh points of quarter, half, one and two ounces for weighing letters. Scale of Canadian postal rates is also imprinted on the letter-opener.

NEW KTHT SHOW

NEW locally-produced hour-long variety show is being produced at KTHT Houston, featuring personalities of Houston theatre, radio and show business. Titled *The Sunday Show*, the program is staged before a live audience every Sunday night. Show is an outgrowth of an "actor's night out," series started earlier this year at a Houston theatre. Station reports that a capacity audience and demand for seats led KTHT to convert the show to radio in order to reach a larger public.

GOVERNOR'S REPORT

FLORIDA'S outgoing governor, Fuller Warren, made his final "Report to the People" over WTVJ (TV) Miami, on Dec. 18 when he appeared on *"What's the Story?* that evening. Gov. Warren used the time to review his four years in office. Questions were asked of the outgoing governor by Bill Baggs, columnist of the *Miami Daily News*, and Dr. Donald Larson, head of the government department of U. of Miami.

'FIESTA' PROMOTION

FULL-PAGE newspaper ads are being used by CKNW New Westminster, B. C., plugging a year-round contest which gives $1,050 in prizes weekly. Contest is conducted on the station's *Fiesta* program. Listed in the ad are names of sponsors and their products which make the contest possible.

KING COVERAGE

EXCLUSIVE radio coverage of all basketball games played this season by U. of Washington in the Seattle area has been announced by KING Seattle. The 24 games, both at home and away, are being broadcast live under the sponsorship of Tide Water Associated Oil Co. Agency for the account is Buchanan Co., S. F.

WGY BOOKLET

BOOKLET entitled *Three Minutes With God*, containing three-minute sermons from clergymen of all faiths, has been published by WGY Schenectady. Nearly two years ago, the station set aside three minutes in its most popular morning program for a message from a clergyman whose church was located within the station's listening area. Booklet is a compilation of these sermons.

FOX SPONSORS NEWS

FOX Head Brewing Co., Waukesha, Wis., has begun sponsorship of a weekly 10-minute news program over WTMJ-TV Milwaukee. This is the first time the brewery has purchased a regular show in the Milwaukee area. News commentator on the show will be Paul Skinner. Business was placed through Klau-Van Pieterson-Dunlap Inc., Milwaukee.

'THAT'S SELLING'

"WHEN radio alone can sell an item costing $1.25 at the extremely low cost of 14 to 15 cents per order, that's real selling," according to Robert H. Teter, sales manager at KYW Philadelphia. He reports that the station did this recently when Famous Brands Perfume spent $360 for announcements and pulled 2,459 pieces of mail, each containing $1.25 or more.

RADIO AND SANTA

SLOGAN reminding reader that "Radio reaches more people every day and night in the year than Santa Claus does at Christmas," was used by WOAI San Antonio on a recent program schedule cover. Station adds that "ringing the bell even louder for radio" are the 5,758,000 portable sets and 21 million auto radios in the WOAI coverage area.

MAY CO. RENEWS

KLAC-TV Hollywood *Webster Webfoot*, five times weekly half-program, featuring ventriloquist Jimmy Weldon and his duck, has been renewed for a second 13 weeks by May Co., L. A., department store chain, effective Dec. 15. An award winning children's show, it reports 20,219 Webster Webfoot Club members in the L. A. area. Agency is Milton Weinberg Adv. Co., L. A.

SPARTAN BOARD

WORD Expands Directorate

EXPANSION of the board of directors of Spartan Radiocasting Co., licensee of WORD WDXY-(FM) Spartanburg, S.C., and an applicant for Spartanburg vhf Ch. 7, has been announced.

The board now includes: Walter J. Brown, who was re-elected president, and D. S. Burnside, who was re-elected secretary - treasurer; James A. Chapman, president of Inman & Riverdale Mills; A. D. Cudd Jr., president of National Fidelity Insurance Co. and Cudd & Coan; Henry Gramling; Russell B. Lentz, president of City Motor Car Co.; Broadus R. Littlejohn, partner in Littlejohn & Smith Distributing Co., which operates Community Cash Stores; Thomas B. Pearce, vice president of Pearce-Young-Angel Co.; Paul Thomas, president of Moreland Chemical Co., and Miller Foster, the firm's attorney.

Competing with Spartan for Ch. 7, and which necessitates an FCC hearing, is Broadcasting Co. of the South, licensee of WSPA Spartanburg, WIS Columbia and WIST Charlotte. Mr. Brown said Spartanburg is No. 120 on the FCC's A-2 priority list because of its restricted city limits, established in 1886, and that its hearing, thus, will come after those of Greenville, Columbia and Asheville, "all of which have modern city limits."

Mr. Brown said that if Spartan is granted Ch. 7, "WORD-TV will cost a half million dollars to build and will have over a million people within its good viewing area."

"The station will be owned by 71 residents of Spartanburg county who have subscribed for the stock," he said.

Concerning expansion of Spartan's board of directors, Mr. Brown said, "We are delighted that such a representative group of citizens of Spartanburg County agreed to serve on our board of directors."

ABC-UPT ORALS

'Bureau' Granted Extra Time

FCC granted its Broadcast Bureau an extra half-hour to argue its case in opposition to the merger of ABC and United Paramount Theatres Inc. as well as other phases of the complex Paramount case at oral argument Jan. 5, it announced last week.

To accomplish this, the Commission stated that oral argument would begin at 9 a.m. instead of the 10 a.m. time scheduled originally.

In setting up the schedule for oral argument, the Commission had set aside one hour for each of the principals involved—ABC, UPT, Paramount Pictures, DuMont and the Broadcast Bureau. It also stated that WSMB New Orleans, half-owned by UPT, could have 20 minutes if it wished to participate.

This gives the Broadcast Bureau 90 minutes [B•T, Dec. 22] but the other parties are still limited to one hour each.

ELGIN AMERICAN DIV. of Illinois Watch Case Co., Elgin, Ill., reports extremely favorable response by mail from its *Hollywood Guest Star*, video series spotted for five weeks before Christmas in 20 markets. Agency for Elgin American is Russel M. Seeds, Chicago.

KAYE-HALBERT Corp., Culver City, Calif., radio and TV set manufacturers, earned a net profit of $45,000 or 51½ cents a share on 138,725 capital shares outstanding in the fiscal year ending Sept. 30. Harry Kaye, president, in his annual report said the net loss for fiscal 1951 was 75 cents a share.

Sincerest Christmas Greetings

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC Actions

(Continued from page 71)

December 24 Decisions . . .

BY COMMISSION EN BANC

Granted CP

Ozark Bcstg. Corp., Ozark, Ala.—Granted CP for new AM to operate on 900 kc 1 kw-D engineering condition.

Sports Kingdom, Weatherford, Tex.—Granted CP for new AM to operate on 1220 kc, 250-w D, engineering condition and subject to Gilbert Webb (one of partners) terminating his employment with KORC Mineral Wells, Tex.

Gap Bcstg. Co., Big Stone Gap, Va.—Granted CP for new AM to operate on 1220 kc, 1 kw-D, engineering condition.

KNED McAlester, Okla.—Granted CP to increase power and time of operation from 1 kw-D to 500 w-N, 1 kw-LS, DA-N, unl. on 1150 kc; engineering conditions.

WBRD Fort Lauderdale, Fla.—Granted CP to increase power from 250 w to 1 kw-D, unl. on 1580 kc, with different DA for D and N use; engineering conditions.

KRSC Seattle Wash.—Granted CP to increase D power from 1 to 5 kw.

Change Studio Location

WICC Bridgeport, Conn. — Granted waiver of Sec. 3.30 of rules for mod. license to change location of main studio to site outside city limits.

Advised of Hearing

KCLS Flagstaff, Ariz.—Is being advised that application for CP to increase power from 250 w to 5 kw, change time of operation from unl. to D, change type of trans. and increase height of ant. tower, and change frequency from 1340 to 1360 kc, involves site problem which indicates necessity of hearing.

Franklin County Bcstg. Co., Washington, Mo., Edwardsville Bcstg. Co., Edwardsville, Mo. — Are being advised that applications for new AM stations to operate on 1260 kc, D only, indicate necessity of hearing because of mutual interference. (Franklin requests power of 500 w and Edwardsville 1 kw.)

Balter Radio & Television Corp., North Bergen, N. J., WLIB New York, N. Y.—Balter is being advised that application for new station to operate on 1220 kc, 250 w-D, DA, indicates necessity of hearing on question of possible interference with WCAU Philadelphia and WFAS White Plains, N. Y., and with WLIB on question of overlap; WLIB also being notified in connection with application to change trans. location to new site which would provide service to Harlem area of New York City. Also denied joint petition of Balter and WLIB requesting waiver of provisions of Standards which prohibits licensing of stations for operation with less than 40 kc separation from another station, if area enclosed by the 25 mv/m contours of two stations overlap.

Change in Facilities

Following stations granted changes in existing facilities:

KTNT Tacoma, Wash. — To change ERP from 10 kw to 20.5 kw; ant. from 425 ft. to 400 ft.; engineering condition.

WSTP-FM Salisbury, N. C. — To change ERP from 21.5 kw to 2.9 kw; engineering condition.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

KOB Albuquerque, N. M.—Granted petition for extension of time to Dec. 24 in which to file reply to American Bcstg. Co. Inc.'s motion to clarify, change and enlarge issues in proceeding re KOB application for extension of SSA.

Texas-Star Bcstg. Co., Dallas, Tex.—Granted petition for extension of time to Dec. 18, in which to file opposition to motion to enlarge issues filed Dec. 3 by KSEO Durant, Okla., in proceeding re application for CP.

By Hearing Examiner Basil P. Cooper

Orange Television Bcstg. Co., Tampa, Fla.—Granted petition to amend application for CP for new TV to change type trans. monitors, reduce requested aural ERP from 175 kw to 165 kw and bring up to date ant. gain and trans. line loss figures.

By Hearing Examiner Elizabeth Smith

Cascade Television Co., Portland, Ore.—By memorandum opinion and order granted petition of Dec. 5, and supplemental petition to amend filed on Dec. 17, to reflect changes regarding stockholders, stock transactions, financial plans, etc. (Proposed amendments do not introduce any new stockholders nor cause any substantial change in holdings of respective stockholders which would per se affect control of applicant.)

By Hearing Examiner Elizabeth Smith

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Dismissed as moot petition for continuation to Jan. 6, 1953, of hearing in proceeding re application and that of Pioneer Bcstrs. Inc., Portland, Ore., for CP's for new TV stations on Ch. 6; hearing has been continued to March 16, 1953.

Portland Television Co., Portland, Ore.—Granted petition for continuance of hearing from Jan. 6, 1953 to Jan. 26, 1953, in proceeding re application et al —for CP's for new TV stations (Ch. 8).

By Hearing Examiner Annie Neal Huntting

Smith Radio Co., Port Arthur, Tex.—Granted petition to amend application for CP for new TV to show change of residence of partners and to show partners have entered into agreement to purchase KPBX Beaumont, Tex., subject to approval of Commission.

By Hearing Examiner H. B. Hutchison

Wichita Television Corp. Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV to submit resolution adopted by the Board of Directors effecting amendment of bylaws to conform class of stock specified to class specified in articles of incorporation and to show disposition of applicant corporation regarding sale of capital stock which is authorized but not now issued nor subscribed for, etc.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	250	164
FM Stations	626	583	57	9	5
TV Stations	120	98	172	989*	242

* Filed since April 14, of which 169 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 52.

Non-Docket Actions . . .

AM GRANTS

Ozark, Ala. — Ozark Bcstg. Corp. Granted 900 kc, 1 kw daytime, antenna 245 ft.; engineering condition. Estimated construction cost $11,600, estimated first year operating cost $24,000, revenue $30,000. Principals include **Bertram Bank** (50 shares), ⅓ owner of WTBC Tuscaloosa, Ala.; **W. C. Brown** (33 shares), manager of Brown's Pharmacy, Ozark, and 37 others with no more than 5 shares each. Filed Aug. 24, 1951, amended Oct. 17, Nov. 23, 1951, and Oct. 22, 1952; granted Dec. 24.

Weatherford, Tex.—Sports Kingdom. Granted 1220 kc, 250 w daytime, ant. 210 ft.; engineering condition, and subject to Gilbert Webb, 50% partner, terminating his employment with KORC Mineral Wells, Tex., 20 miles from Weatherford, where he is manager of remote studios maintained by KORC in Weatherford. Estimated construction cost $17,475, first year operating cost $30,000, revenue $40,000. Equal (50%) partners are **James C. Wright Jr.**, mayor of City of Weatherford, Tex., and owner of ¼ interest in National Trades Day Assn. (advertising and promotion), Weatherford, and **Gilbert Webb**, manager of remote studio maintained in Weatherford by KORC Mineral Wells, Tex. Filed March 4, 1952, amended Nov. 18; granted Dec. 24.

Big Stone Gap, Va.—Gap Bcstg. Co. Granted 1220 kc, 1 kw daytime, antenna 210 ft.; engineering condition. Estimated construction cost $22,525, first year operating cost $40,000, revenue $45,000. Principals include **W. H. Wren Sr.** (20%), chief accountant for State of Virginia Unemployment Compensation Commission, Richmond, Va.; **W. H. Wren Jr.** (40%), general manager of theatres in Coeburn, Pound and Clintwood, Va., and **Jean B. Wren** (40%), unemployed for last five years. Filed Jan. 16, 1952, amended Oct. 3; granted Dec. 24.

TRANSFER GRANTS

KROY Sacramento, Calif. — Harmco Inc. Granted transfer of control from Hattie Harm and Clyde F. Coombs to KROY Inc. for $425,000 for 100% of common stock. Principals in transferee include President **C. L. McCarthy** (32%), manager of KGO San Francisco; Vice President **Adeline Heyer Smith** (10%), housewife; Secretary **Robert M. Barthold Jr.** (10%), account executive for McCann-Erickson, San Francisco; Treasurer **John F. Malloy** (10%), free-lance radio-TV artist, San Mateo, Calif.; **George H. Lips** (23%), 50% partner in Lips & Miksch, certified public accountants, Fresno, and **Eleanor Josephine Fidler** (15%), wife of Fred H. Fidler, vice president of J. Walter Thompson, San Francisco office. Granted Dec. 24.

WFOM Marietta, Ga.—Chattahoochee Bcstrs. Granted assignment of license to Radio Station WFOM through sale of ⅓ interest in station held by Channing Cope to **Albert L. Jones**, general manager of WFOM, for $15,000. Granted Dec. 24.

WARE Ware, Mass. — Donald W. Howe. Granted assignment of license to Central Bcstg. Corp. for $70,000. Sole stockholder in assignee is **John B. Poor**, partner in Boston (Mass.) law firm of Dalton & Poor, director and member of executive committee of General Teleradio Inc. (which is licensee of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGB San Diego, WEAN Providence and WGTR (FM) Worcester, Mass.), ⅓ stockholder of Paxton Realty Co., Boston, and president of Hope Bcstg. Co., Providence, R. I. (applicant for TV station there). Granted Dec. 24.

WTTM Trenton, N. J.—Trent Bcstg. Corp. Granted transfer of control from S. Carl Mark to Peoples Bcstg. Corp. for $225,000. Transferee is licensee of WOL-AM-FM Washington, D. C., and WRFD Worthington, Ohio. Granted Dec. 24.

WKMT Kings Mountain, N. C.—Kings Mountain Bcstg. Co. Granted assignment of construction permit from Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes to **J. C. Greene Jr.** and **R. H. Whitesides**, d/b as Southern Bcstg. Co., for $1,000. Mr. Greene is 50% owner of Interstate Bcstg. Co., applicant for new AM station at Greenville, N. C. [FCC ROUNDUP, B•T, April 28, 1952], and Mr. Whitesides is owner of Western Auto Associate Store, Rock Hill, S. C., 60% owner of R. H. Whitesides & Co. (hardware and general merchandise store), Hickory Grove, S. C., and 50% owner of Mother & Daughter Shop (ready-to-wear store), Rock Hill. WKMT was granted CP July 10 [FCC ROUNDUP, B•T, July 14]. Assignment request filed Aug. 21; granted Dec. 24.

KWIN Ashland, Ore.—Rogue Valley Bcstg. Co. Granted assignment of license to **H. R. Morris**, trustee in bankruptcy. No monetary consideration. Granted Dec. 24.

KPBX Beaumont, Tex.—KPBX Bcstg. Co. Granted transfer of control to **Joe B. Carrigan**, trustee for Laura C. Fitzsimmons and James King Smith, for $38,568. Granted Dec. 24.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:
Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

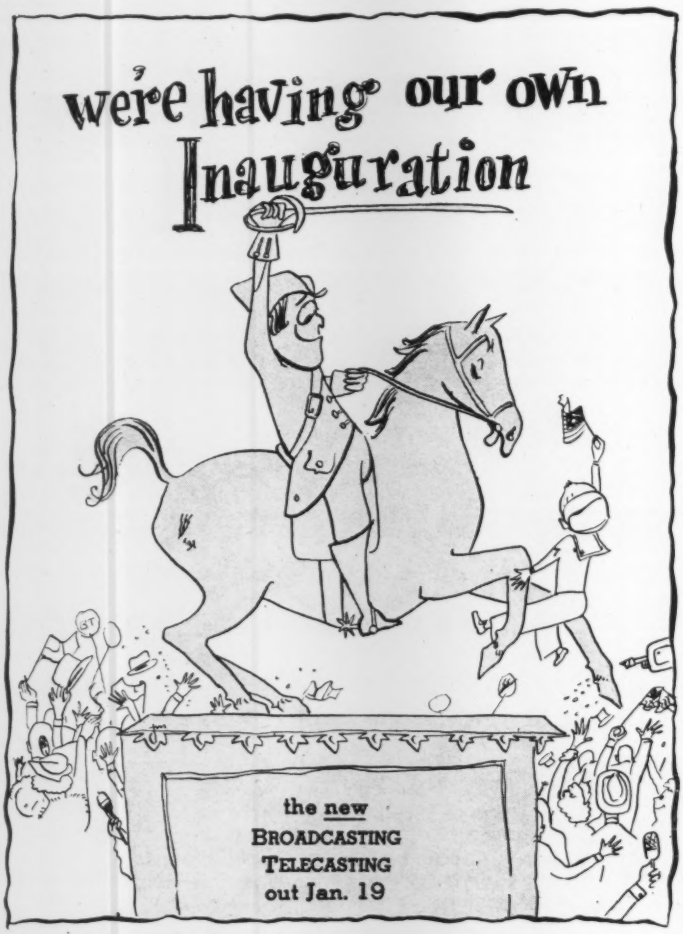
OFFICE:
Washington, D. C.
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

New Grantees' Commencement Target Dates

(Continued from page 54)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	January	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	Unknown	.....	.....
Southland Telecasters,	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
KSWO-TV	Lawton, Okla	7	Dec. 4	April	.....	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 1	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Jan. 1	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown	.....	.....
KFAZ(TV)	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
Versluis Radio & Television	Inc., Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
N. J. Dept. of Education,	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
Southland Television Inc.,	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
Gallaher, Berry & Woodyard,	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
Telecasting Co. of Pittsburgh,	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
KWRM-TV	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	.....
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co.,	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	Jan. 1	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 21‡	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

* Educational permittees.



KBTV (TV) RATES

New Card Effective Jan. 15

RATE Card No. 2, effective Jan. 15, has been published by KBTV (TV) Denver, Col., owned and operated by Colorado Television Corp. Class A time runs from $105 for five minutes to $350 for one hour; Class B from $79.75 for five minutes to $262.50 for one hour; Class C from $52.50 for five to $175 for an hour —all on a 1-to-25 time basis. One-minute or 20-second spot announcements are priced, with same time usage, $70 for Class A, $52.50 for Class B and $35 for Class C.

KBTV, a new video outlet is authorized ERP of 238 kw visual, 119 kw aural, with present interim operation of 24 kw to February 1953. It operates on vhf Ch. 9 (186-192 mc). Joseph Herold is manager.

Political Time

(Continued from page 29)

baccos, and laundry soaps and cleansers also included in the top five categories. But these tables also show a divergence in the two media in that drugs, which rank third among radio network sponsors, fall to seventh place in the TV network list, while automotive advertising, standing ninth among the radio network categories, ranks fifth on the TV networks.

* * *

Table IV

Top Ten TV Network Advertisers in October 1952

1.	Procter & Gamble Co.	$1,416,867
2.	Colgate-Palmolive-Peet Co.	784,006
3.	R. J. Reynolds Tobacco Co.	746,935
4.	Lever Brothers Co.	708,164
5.	General Motors Corp.	653,110
6.	Gillette Co.	558,876
7.	American Tobacco Co.	503,765
8.	General Foods Corp.	499,800
9.	General Mills	445,165
10.	Liggett & Myers Tobacco Co.	401,915

UHF Service Speeds

(Continued from page 51)

signed with ABC and DuMont, and it is expected that it will join other networks as well.

Some 10,000 TV sets in the area have already been converted for uhf reception, Mr. Rothensies said.

WSBT-TV received its transmitter, trucked overnight from Camden, at 8:30 a.m. Dec. 20, reported General Manager Robert H. Swintz. At 10 minutes before midnight, Dec. 21, it put a test pattern out over the air, he said. At 12:45 a.m. that night, WSBT-TV programmed a 15-minute live news and weather telecast, Mr. Swintz said.

Regular transmissions began the night of Dec. 22, with an inaugural 7-9:30 p.m. program, Mr. Swintz said. This contained three commercial announcements.

Regular programming continued thereafter, with the following schedule proposed until the end of January when the South Bend station is due to be interconnected for network service, according to Mr. Swintz: Mondays through Fridays, 1-5 p.m., test patterns; 7-9 p.m., programs; Sundays, 3-6 p.m., programs (the first of which was scheduled to be CBS' *Omnibus* yesterday, via kinescope recording).

WSBT-TV Operation

WSBT-TV is operating on uhf Ch. 34, putting out 20 kw from its 484-ft. antenna. One-time, Class A hour rate is $200, with announcements set for $40. It is affiliated with CBS and NBC. Of the 35,000 TV sets estimated in its market (picking up Chicago and Kalamazoo signals), some 1,200-1,500 are believed to have been converted for uhf reception.

In Wilkes-Barre, Pa., WBRE-TV received its transmitter at 8 p.m. Dec. 19, according to David M. Baltimore, general manager of the station. It planned to put a test pattern on the air tonight or Tuesday, and scheduled to commence commercial operation on Ch. 28 Jan. 1 with a 20 kw signal from 1,223-ft. antenna. Charge for a one hour, one-time Class A program is set at $250, announcements $40. Mr. Baltimore estimated that about 20,000 TV sets of the 35,000 in the Wilkes-Barre area were already converted or would be converted for uhf reception by Jan. 1.

'Luigi' Replaced

EFFECTIVE Jan. 5 *The Red Buttons Show* will replace *Life with Luigi*, sponsored by General Foods, Mon., 9:30-10 p.m. on CBS-TV. Benton & Bowles, N. Y., is the agency.

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCT. AND JAN.-OCT. 1952 AS COMPARED TO 1951

PRODUCT GROUP	October 1952	Jan.-Oct. 1952	October 1951	Jan.-Oct. 1951
Agriculture & Farming	$67,162	$605,116	$55,267	$ 540,402
Apparel, Footwear & Access.	40,807	276,488	23,405	542,993
Automotive, Auto. Equip. & Access.	393,545	3,212,647	376,507	3,490,103
Beer & Wine	120,322	1,821,597	202,072	2,838,427
Bldg. Materials, Equip. & Fixtures	91,895	878,681	118,067	1,171,577
Confectionery & Soft Drinks	340,384	4,641,139	490,917	5,109,502
Consumer Services	209,124	1,846,797	236,631	2,309,329
Drugs & Remedies	1,883,973	17,170,647	1,853,707	18,631,385
Entertainment & Amusements	.....	6,090	.....	5,723
Food & Food Products	3,332,611	30,266,268	3,701,193	35,446,392
Gasoline, Lubricants & Other Fuels	370,612	4,359,399	459,279	4,764,823
Horticulture	3,228	113,151	8,557	96,451
Household Equip. & Supplies	778,234	4,238,774	361,902	*2,473,002
Household Furnishings	126,753	1,101,415	84,431	805,090
Industrial Materials	230,528	1,653,395	215,323	1,728,020
Insurance	250,542	2,852,918	289,355	2,677,033
Jewelry, Optical Goods & Cameras	129,322	716,887	91,422	964,763
Office Equip., Writing Supplies & Stationery	65,832	492,945	64,608	518,508
Political	890,117	1,396,406	.....	.....
Publishing & Media	14,136	506,356	28,094	279,712
Radios, TV Sets, Phonographs, Musical Instruments & Access.	147,097	1,332,853	212,199	*2,356,038
Retail Stores & Direct by Mail	3,024	24,462	948	29,234
Smoking Materials	1,292,229	13,361,662	1,854,811	16,975,255
Soaps, Cleansers & Polishes	1,644,743	15,261,812	1,630,888	14,971,029
Toiletries & Toilet Goods	2,341,025	18,981,487	2,136,625	21,837,619
Transportation, Travel & Resorts	62,700	744,384	118,432	1,032,156
Miscellaneous	432,474	4,231,089	355,715	4,132,531
TOTALS	$15,262,417	$132,104,865	$14,970,355	*$145,745,097

Source: Publishers Information Bureau.
* National political convention programs not included.

TABLE VI

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1952 COMPARED TO SAME PERIOD 1951

PRODUCT GROUP	October 1952	Jan.-Oct. 1952	October 1951	Jan.-Oct. 1951
Apparel, Footwear & Access.	$285,810	$2,477,436	$403,248	$2,506,015
Automotive, Auto. Acces. Eq'p't.	1,367,216	12,047,242	1,136,347	8,736,798
Beer, Wine & Liquor	438,204	4,634,990	547,473	4,561,934
Bldg. Materials, Equip. & Fixtures	46,385	402,654	4,200	16,090
Confectionery & Soft Drinks	393,630	4,033,916	375,864	2,562,058
Consumer Services	18,072	274,758	30,990	367,552
Drugs & Remedies	716,281	4,561,103	419,113	1,936,992
Entertainment & Amusements	1,425	2,925	.....	.....
Food & Food Products	3,194,483	27,622,720	2,635,342	20,550,804
Gasoline, Lubricants & Other Fuels	318,525	2,953,588	372,227	2,219,459
Horticulture	.....	12,370	.....	.....
Household Equipment	881,264	8,085,247	1,212,324	6,468,592
Household Furnishings	208,424	1,796,187	454,100	2,951,349
Industrial Materials	278,445	3,106,949	155,390	2,288,589
Insurance	60,535	403,273	33,320	322,670
Jewelry, Optical Goods & Cameras	220,876	1,823,490	203,065	1,573,085
Office Equip., Stationery & Writing Supplies	92,655	1,229,110	112,560	525,690
Political	675,658	1,140,959	.....	.....
Publishing & Media	62,494	698,419	70,948	715,206
Radios, TV Sets, Phonographs, Musical Instruments & Access.	268,720	3,327,493	343,740	3,940,276
Retail Stores & Direct by Mail	.....	915,842	187,980	1,712,614
Smoking Materials	2,672,479	23,046,711	1,891,955	13,936,414
Soaps, Cleansers & Polishes	1,956,084	17,185,628	1,403,479	8,343,100
Sporting Goods & Toys	15,058	15,058	.....	.....
Toiletries & Toilet Goods	2,656,161	19,803,811	2,323,803	12,575,402
Miscellaneous	180,202	1,497,075	149,100	1,040,883
TOTAL	$17,009,086	$143,098,954	$14,466,568	$99,851,572

Table V

Leading TV Network Advertiser for Each Product Group for October 1952

PRODUCT GROUP	ADVERTISER	TIME COSTS
Apparel, Footwear & Accessories	International Shoe Co.	$65,869
Automotive, Auto. Access. & Equip.	General Motors Corp.	580,295
Beer, Wine & Liquor	Pabst Brewing Co.	152,720
Bldg. Materials, Equip. & Fixtures	Glidden Co.	46,385
Consumer Services	Arthur Murray School of Dancing	18,072
Confectionery & Soft Drinks	Pepsi Cola Co.	107,520
Drugs & Remedies	American Home Products Corp.	212,195
Entertainment & Amusements	Chicago Bears Football Club	1,425
Food & Food Products	General Foods Corp.	499,800
Gasoline, Lubricants & Other Fuels	Texas Co.	133,725
Household Equipment & Supplies	General Electric Co.	241,740
Household Furnishings	Armstrong Cork Co.	70,275
Industrial Materials	Reynolds Metals Co.	80,430
Insurance	Mutual Benefit, Health & Accident Assn.	35,680
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	61,590
Office Equip., Stationery & Writing Supplies	Hall Brothers	65,520
Political	Stevenson-Sparkman Forum Committee	150,361
Publishing & Media	Curtis Publishing Co.	48,744
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	163,770
Smoking Materials	R. J. Reynolds Tobacco Co.	746,935
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,180,867
Sporting Goods & Toys	Lionel Corp.	15,058
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	623,118
Miscellaneous	Quaker Oats Co.	78,240

'LOOK' AWARDS

Three to 'Show of Shows'

WINNERS of *Look* magazine's third annual TV awards in 12 different categories are being announced today (Monday). For the second year, NBC-TV's *Your Show of Shows* was represented in three awards. The winners:

Best comedian or comedy team—Lucille Ball and Desi Arnaz (CBS-TV).

Best dramatic program—*Robert Montgomery Presents* (NBC-TV).

Best public affairs program—The political conventions on ABC-TV, CBS-TV, NBC-TV and DuMont TV.

Best quiz or panel program—*What's My Line?* (CBS-TV).

Best sports program — *Blue Ribbon Bouts* (CBS-TV).

Best m. c.—John Daly (CBS-TV).

Best educational program—*Zoo Parade* (NBC-TV).

Best news program — *See It Now* (CBS-TV).

Best children's program—*Kukla, Fran & Ollie* (NBC-TV).

Best variety program—*Your Show of Shows* (NBC-TV).

Best producer—Max Liebman of *Your Show of Shows* (NBC-TV).

Best director—Max Liebman.

The magazine polled 1,000 network executives, producers and directors, TV columnists and editors, and agency program directors to select the winner. Judges were limited to network programs on the air between November 1951 and November 1952.

Seven of the awards went to NBC, six to CBS-TV, one to ABC and one to DuMont. Winners are scheduled to receive *Look* award plaques today (Monday) on the *Jerry Mahoney Show* (NBC-TV, 8-8:30 p.m.).

at deadline

WQXR NETWORK TIME FOR SALE

REGIONAL hookup of 17 eastern stations will begin operations New Year's Day as *WQXR Network*, according to announcement made today (Monday) by Elliott M. Sanger, executive vice president of WQXR New York. Most stations of group have been rebroadcasting musical programs and hourly news bulletins from WQXR for past two and half years, but this is first time they have been grouped and offered for sale as network.

Most of network's stations will carry evening programs of WQXR from 6:30 to 11:06 p.m., Monday through Saturday, and 3-11:06 p.m. Sunday, with majority also carrying WQXR's daytime programs when their own local programming does not conflict.

Network is being offered to advertisers with basic and supplementary outlets. Basic Network comprises: WQXR (AM and FM) New York, WHLD-FM Niagara Falls, WFNF (FM) Wethersfield, N. Y., WWBT (FM) South Bristol, N. Y., WHCU-FM Ithaca, WVCN (FM) De Ruyter, N. Y., WVCV (FM) Cherry Valley, N. Y., WFLY (FM) Troy, WHVA (FM) Poughkeepsie, WQAN-FM Utica, WHDL-FM Olean, N. Y. Supplementary stations are: WHFM (FM) Rochester, WFMZ (FM) Allentown, Pa., WBIB (FM) New Haven, WDRC-FM Hartford.

UTP REPORTS SALES UP; TO EXPAND OPERATION

INTRA-ORGANIZATIONAL plans were blueprinted in three-day weekend meeting by United Television Programs officials in Chicago at Ambassador East Hotel. Newly formed company, merging activities of former United Television Programs, Gross-Knasne Productions and Studio Films Inc., claims expansion of sales operation 100% since its formation fortnight ago.

Executives plan additional sales expansion, and worked from Friday through Sunday to "solidify" future production plans. Attending private meeting were Milton Blink, executive vice president of new company and president and co-founder of UTP—Wilson M. Tuttle, president—Gerald King, board chairman and former president and co-founder of UTP—Philip N. Krasne and Jack J. Gross, partners in Gross-Krasne since earlier this year—Ben Frye, vice president in charge of sales, and Sam A. Costello, former president and founder of Studio Films which recently purchased Snader Transcription library.

LAMB CHANGES

EDWARD LAMB radio and television properties last week announced appointments of Karl Nelson as national sales manager, and of Gene Myers as merchandising manager, both effective Jan. 1.

Mr. Nelson, who has been serving as manager of WTOL Toledo, will direct national and regional sales for WTVN (TV) Columbus; WICU (TV) Erie; WMAC (TV), now under construction at Massillon-Canton, and WTOD Toledo; WIKK Erie, and WHOO Orlando.

Mr. Myers formerly served as sales manager of WTAM Cleveland. He will make his headquarters in Columbus.

BMI SCHOLARSHIPS

WINNERS of two BMI music scholarships of $800 each announced as Alvin L. Epstein, Hartford, and Donald G. Martino, Plainfield, N. J. They were selected as national winners in young composers contest that drew entries from 22 states. William Schumann, president of Julliard School of Music, heads national judging committee, including broadcast, recording educators and orchestral members. Contest also includes awards for instrumental compositions by secondary school and college students. BMI contest conducted in cooperation with 70 prominent musical organizations.

WINCHELL COUNTERSUIT

WALTER WINCHELL, ABC commentator and newspaper columnist, started suit for $2 million last week against *New York Post*, Mrs. Dorothy Schiff and James A. Wechsler, *Post's* publisher and editor, respectively. Summons in suit served Tuesday and has been filed with New York State Supreme Court in Manhattan. It does not specify nature of suit, but lists amount Mr. Winchell seeks.

Defendants have 20 days in which to file appearance by counsel. At that time, Mr. Winchell must file his complaint.

Mr. Winchell's suit came six days after *Post*, Mrs. Schiff and Mr. Wechsler filed complaints in two libel suits aggregating $1,525,000 against Mr. Winchell, Hearst Corp., King Features Syndicate, ABC and Gruen Watch Co. [B•T, Dec. 22]. Complaints charged that Mr. Winchell sought to create impression in his broadcasts and newspaper columns that *Post* and its editors are pro-Communist. Mr. Winchell is represented by Ernest Cuneo and *Post* by former Judge Simon H. Rifkind, both of New York.

RALSTON-PURINA EXPANDS

RALSTON-PURINA's feed division, St. Louis, will expand its sponsorship of transcribed Eddie Arnold show from limited West Coast network to 117 stations Jan. 17, through Brown Radio Productions, same city. Show will be aired Saturdays, 9 to 9:30 p.m. CT with 8 to 8:30 p.m. repeat for West Coast.

STARK CHRISTMAS

CHRISTMAS less than merry was shown Christmas morning on NBC-TV's today, with Dave Garroway introducing film clips of Chicago Skid Row residents. Kling Studios, Chicago, filmed "honestly and without hokum" series of faces and dialogue with people in missions and alleys along Madison St. *Today* presentation, in contrast with traditional carols and fantasies of holiday, showed Skid Row, where "the ghosts of Christmas past and Christmas to come are far more alive and terrible than those that haunt Scrooge in Dicken's "Christmas Carol," in words of Fred Niles, Kling vice president in charge of television and motion pictures.

PEOPLE...

HENRY W. LOWE, vice president of William Esty Co., has joined Lennen & Newell as vice president.

APPOINTMENT of **WERNER MICHEL** as assistant to James L. Caddigan, director of programming and production for DuMont Television Network, announced Wednesday by Mr. Caddigan. Mr. Michel was formerly associate director of radio and television for Kenyon & Eckhardt Inc., New York.

BEN F. HOVEL, former general manager WSAU Wausau, Wis., appointed to same position WHBL Sheboygan, Wis.; **JACK HARVEY**, on commercial staff, appointed WHBL commercial manager.

WALTER A. TIBBALS Jr., of radio and television production staff of Batten, Barton, Durstine & Osborn, New York, to agency's Hollywood office as supervisor of television and radio production, effective Jan. 2.

DICK O'DEA, assistant English record librarian at WOV New York and son of station's president, Richard O'Dea, was to compete in Orange Bowl regatta in Miami over weekend with his boat, "Miss WOV."

EDWARD BERMAN, veteran of more than 20 years in sales training and promotion in home appliance field, appointed manager of product information (sales training) for TV receiver division of Allen B. DuMont Labs.

J. SHERWOOD SMITH, chairman of board of Calkins & Holden, Carlock, McClinton & Smith, has accepted chairmanship of Public Information Committee of 1953 Red Cross fund campaign of Greater New York chapters.

VICTOR MACHIN named vice president in charge of sales and general sales manager at Shure Bros., Chicago microphone and acoustic devices manufacturer. He is former assistant general sales manager, and replaces J. A. Berman, now sales representative in southern California.

ROBERT F. HALLIGAN promoted to assistant operations manager of Hallicrafters, Chicago, from production control manager.

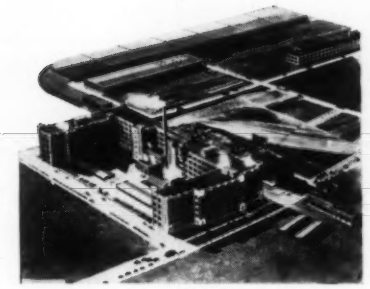
Dr. ALLEN G. DuMONT, president of Allen B. DuMont Labs., to be guest of honor at annual dinner of Radio, Television & Applicance Div. for State of Israel bonds in New York on Jan. 22.

JOSEPH BECKMAN joins Chicago sales staff of WLW Cincinnati after working for Conde-Nast, same city.

CHARLES PHELPS, formerly account executive in NBC radio network sales department, has been appointed assistant night executive officer of NBC. He will be associated with **WILLIAM BURKE MILLER**, night executive officer, in supervising for management NBC's broadcast operations evenings, weekends and holidays.

DAVID M. CRANDELL, TV director, to N. W. Ayer & Son radio-television department in New York, as supervisor of TV production. **RUTH LITTLE**, copy staff of John Falkner Arndt & Co., Philadelphia, to Ayer's copy department.

XUM



BROWN & WILLIAMSON TOBACCO CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

Talkin'est penguin in captivity is one Willie the Kool cigarette penguin. His two favorite words—"Smoke Kools!" Willie symbolizes the excellent product that Brown and Williamson Tobacco Corporation manufactures for smokers who like a cool, clean tasting cigarette

In Virginia WMBG, WTVR and WCOD are symbols for the best in broadcast entertainment and public service. These Havens & Martin, Inc. Stations were pioneers in serving the rich Virginia market around Richmond. They have built a loyal, *responsive* audience that comes only with long years of service. Try them and see just how responsive this audience can be for *you!*

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

CBS

Radio

Has Moved To

KFMB

550 K. C.

San Diego,

California

John A. Kennedy, Board Chairman

Howard L. Chernoff, Gen. Mgr.

Represented by THE BRANHAM CO

XUM